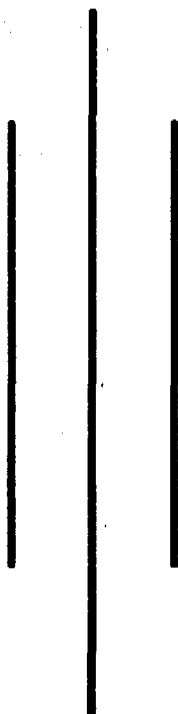


IEC STRATEGY FOR WATSAN IN ORISSA



**IEC STRATEGY
FOR
WATSAN IN ORISSA**



**Rural Development Department,
Government of Orissa**

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PREFACE

The Government is making serious efforts to supply safe drinking water to the rural population through Piped Water Supply, Tube Wells and Sanitary Wells. The supplied water of these sources are often found to get contaminated and polluted by the consumers themselves largely due to unhygienic ways of collection, preservation & drinking. The general unhygienic environment of rural areas also contributes to much contamination and pollution of drinking water which is supposed to be safe. The Rajiv Gandhi National Drinking Water Mission (RGNDWM) have initiated a massive Information, Education and Communication (IEC) strategy to be implemented in Rural Areas to create awareness over water & Sanitation (WATSAN). The awareness campaign requires involvement of everybody from the highest to the lowest Government machinery and non-governmental organisations (NGO). Strategy for implementation has been prepared specifying works to be attended to at various levels. Suggestions & comments on this report for better achievement of the objectives are welcome. Co-operation from all sectors is solicited for success of the campaign.

July 21, 1998



(M.K. PURKAIT)

Principal Secretary to Government
Rural Development Department
Orissa

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LIST OF ACRONYMS

AIR	:	All India Radio
AIHH & PH	:	All India Institute of Hygiene & Public Health
ARWSP	:	Accelerated Rural Water Supply Project
BDO	:	Block Development Officer
BLC	:	Block Level Coordinator
BWC	:	Block WATSAN Committee
CAPART	:	Council for Advancement of People's Action & Rural Technology.
DCA	:	District Coordinating Agency
DWC	:	District WATSAN Committee
GOI	:	Government of India
HRD	:	Human Resources Development
ICDS	:	Integrated Child Development Services
IEC	:	Information, Education & Communication
IIMC	:	Indian Institute of Mass Communication
IRD	:	Institute of Rural Development
NGO	:	Non Governmental Organisation
NIRD	:	National Institute of Rural Development
PRI	:	Panchayat Raj Institute
PWC	:	Panchayat/Community WATSAN Committee
RSP	:	Rural Sanitation Programme
SCA	:	State Coordinating Agency
SWC	:	State WATSAN Committee
SIRD	:	State Institute of Rural Development
SSRC	:	Social Science Research Council
WATSAN	:	Water & Sanitation

1. WATSAN & IEC

No life is possible without water. Safe water sustains life but unsafe water destroys life. Eighty percent of sicknesses can be traced to water & sanitation. Unsafe water is responsible for 33% child mortality in India. Water borne diseases raise their heads, spread in some pockets and take their toll of life. Provision of safe or protected water through Stand Post and Tube Wells alone will not prevent the water borne diseases unless safe water is collected, stored & consumed hygienically. Apart from water borne diseases many other diseases raise their heads due to unhygienic environment prevailing in rural sector. The unhygienic environment of house holds in rural sector is deplorable. The rural folk will have to be made aware of their unhygienic habits relating to water and sanitation (WATSAN). The awareness has to be created among the public by means of Information, Education and Communication (IEC). The Government of India and the State Government propose to implement IEC strategy in rural areas for creation of desired awareness over WATSAN.

2. UNHYGIENIC RURAL SCENARIO OF ORISSA.

Rural People collect safe water from taps, Tube Wells, Sanitary Wells, Open Wells by means of pots & vessels which might have been contaminated with pathogens (Disease creating bacteria & virus). Dipping of fingers & hands in drinking water pots is a usual scenario. Drinking water glass is seldom washed before and after use in drinking. Such glass is often dipped drinking water vessels for collection of water. People hardly wash their hands with soap before eating & after passing stool. Open defecation over bunds of rivers, canals, ponds is a common practice & after passing stool getting cleaned in these water bodies is an age old practice. Children pass stool any where and every where even near drinking water sources like Open Wells & Tube Wells. The clothes of diseased persons are washed in ponds, canals, rivers & over platforms of tube wells making the water sources contaminated and polluted. Washerman cleans the clothes in water bodies which are used by villagers for all purposes. People wash their domestic animals in stated water bodies. They clean their feet in water bodies having roamed over defecated lands. People clean their utensils in ponds, canals & rivers whose waters are either polluted or contaminated. Rain water & waste water of Tubewells get accumulated in low lying areas creating unhygienic environment & giving scope of mosquitoes breeding. Cow-dungs and stool of children are heaped every where giving chances of pollution of air, water & land. People pass urine here and there. They do not hesitate for spitting in side house & in water bodies. Rural people seldom cut their nails and seldom use soap for cleaning of body. They are not aware of neatness & cleanness of village roads (dandas). Water hyacinth spread in water bodies which are neither cleared nor prevented for further growth. Due to want of washing platforms in water bodies people can not clean their

feet & leg properly. They are habituated to put on dirty clothes and to use dirty beds. In winter some people donot bathe for days together. People throw rotten vegetables, fish, egg here and there. By open cooking smokes are released in to air and ashes are thrown out which are often blown by wind. The farmers clean the paddy in vicinity of dwelling houses resulting in pollution of air by dust and dirt. People seldom hesitate to take food contaminated by flies.

3. CREATION OF AWARENESS OF WATSAN BY IEC.

The IEC strategy functionaries from grassroot level to state level are to work as per a frame work & guidelines to achieve the objectives. The functions of various levels are briefed below :

3.1 FUNCTIONS AT GRAM PANCHAYAT LEVEL

- Interaction in Gram Sava in the evening
- Wall painting & pesting of posters in each village/weekly and biweekly Hats/schools/offices/colleges ;
- Play of Gramophone song in Gram Sava/Hat/Festivals ;
- Arrangement of street play/Daskathia/dance & song in each village/biweekly Hats/annual festivals ;
- Display of watsan materials in schools ;
- Construction of sanitary units like latrines, soak pits, drains, platforms in schools ;
- One act play in schools ;
- Gram safai by students & youth organisations ;
- Interaction in ladies meeting ;
- Schield to best village by Sarapanch in bi-annual functions.
- Labour intensive sanitary work through Gram Sava ;
- Masson Training in construction of sanitary units ;
- Debate competition in Primary School ;
- Padyatra to each village ;
- March past with slogans, status card by students in 30th Jan and 2nd Oct ;
- Discussion in WATSAN Committee Meetings ;
- Interaction in Panchayat Meetings.
- Other function as per annexure- 1 & 9

3.2 FUNCTIONS AT BLOCK LEVEL

- Printing of posters, status cards, visual aids etc ;
- Formation of WATSAN Committee ;
- Meeting of primary & secondary school teachers inviting resource persons ;
- Essay & Debate competitions in High Schools & Colleges ;
- Selection of traditional media group ;
- Publication of news in district news papers ;
- Co-ordination among various departments ;
- Shield to best Gram Panchayat ;
- Display of WATSAN material/sanitary mart in block office ;
- Interaction in Panchayat Meetings ;
- Discussion in WATSAN meeting & progress review ;
- Preparation of Slogans, Songs, Street Plays etc ;
- Padayatra to Selected villages by WATSAN committee ;
- Training of massons & arrangement of workshops ;
- School Sanitation & Sanitation through schools ;
- Other functions as per annexure 1 & 9

3.3 FUNCTIONS OF DISTRICT CO-ORDINATING AGENCY.

- Meeting of NGOs inviting resource persons ;
- Formation of WATSAN Committee ;
- Discussion in WATSAN meeting and review of progress ;
- Running shield to best Panchayat Samiti ;
- Organisation of workshop & training ;
- Publication of news, articles & visual aids in news papers, magazines, news letters, video ;
- Preparation of slogans/songs/dances in local language ;
- School Sanitation & Sanitation through School ;
- Display of sanitary materials and sanitary mart ;
- Padayatra in consultation with WATSAN committee ;
- Launching awareness campaign as per schedule vide annexure - 2 ;
- Other functions as per annexure - 1 & 9.

3.4 FUNCTIONS OF STATE CO-ORDINATING AGENCY & IEC CELL.

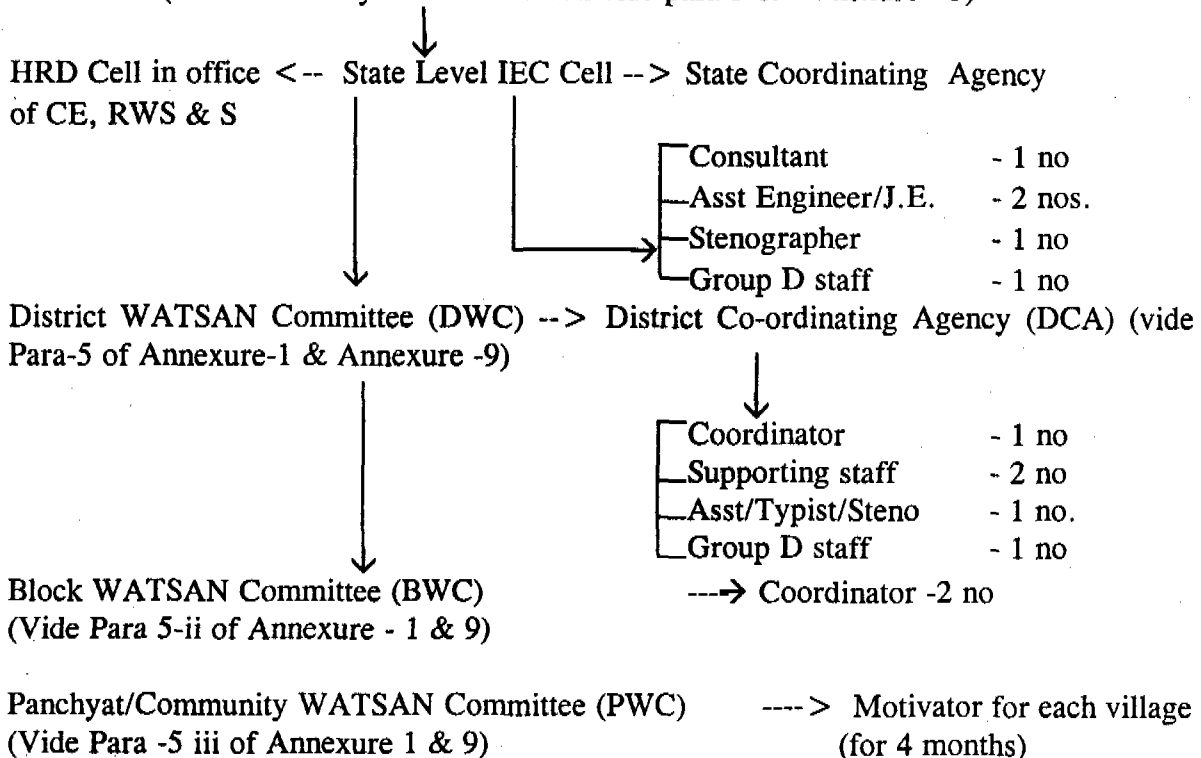
- Advertisement through Doordarsan, AIR, Publicity Department ; state level papers, national level papers ;
- Display of messages in hording & busses ;
- Development of raw materials for sanitation ;
- Bimonthly news letters for schools & Panchayats ;
- Exhibition at district level ;
- Special campaign in Tribal pockets, weekly Hats, annual festivals ;
- Meeting of DCA & SCA and interaction ;
- Progress review ;
- Launching awareness campaign as per schedule vide annexure - 2
- Other activity as per annexure - 1 & 3.

4. INFRASTRUCTURE OF FUNCTIONARIES.

The functionaries to be engaged in implementation of IEC strategy are summarised below in accordance with Govt. of India guide lines (Annexure - 3)

State WATSAN Committee (SWC)

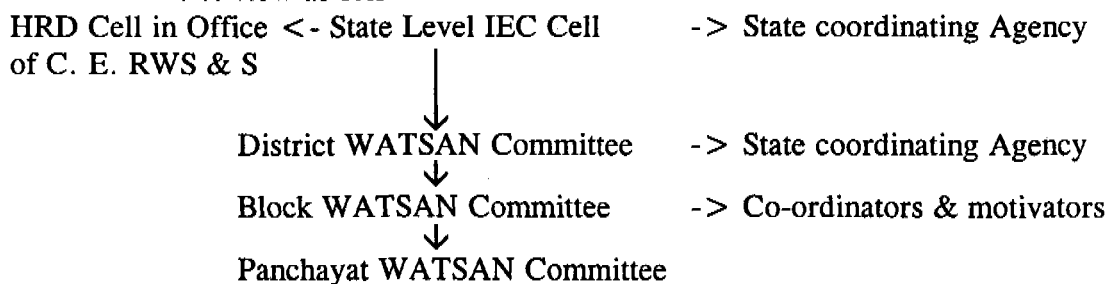
(Chief Secretary as Chair Person vide para 5 of Annexure - 3)



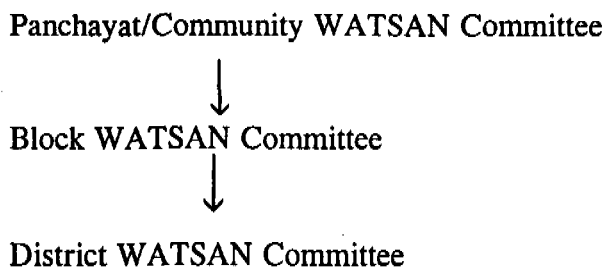
As per modalities vide Annexure - 4, intersectoral co-ordination to be effected by issue of letters from Chief Minister to M.L.As. M.Ps. and chairpersons of Zilla Parisads. Similarly letters from Chief Secretary & District Collectors are to go to concerned Departments for providing effective linkages.

5. UTILISATION OF FUNDS

The funds are to flow as follows.



Provision of funds for engagement of staff and other expenses is to be ensured as per guideline of Govt. of India vide Annexure- 5,6 & 7. The project proposals at various levels are to be prepared in conformity with guidelines vide annexure - 1. The Panchayat WATSAN Committee has to prepare project proposals with cost estimate of proposed functions to achieve the objectives and has to submit the proposal to Block WATSAN Committee. BWC has to prepare its project proposals taking into account the proposal of Panchayat/Community WATSAN Committee and making provision of the expenses to be incurred at Block level. Such project proposals of BWC has to be submitted to District WATSAN Committee. DWC has to prepare its project proposals taking into account the proposal of BWC and making provision of funds to be spent by District Co-ordinating Agency (DCA). The DWC has to submit its project proposals to State Level IEC Cell. The state Co-ordinating Agency & HRD Cell have to submit their project proposals to IEC cell. State Level IEC cell has to scrutinise the proposals of DWC, SCA & HRD Cell and approve the Project Proposals in accordance with the guide lines of Govt. of India in this regard. Expenditures are to be incurred as per approved project proposals. The monthly physical and financial achievements of project proposals have to be submitted from Panchayat level to State Level as follows.



HRD Cell ---> State IEC Cell <--- State Coordinating Agency

The PWC & BWC while submit their monthly returns of physical & financial achievements to their higher authorities, have to submit its copy to State IEC cell. The IEC cell

should check the physical and financial achievements at State level. HRD cell in office of Chief Engineer RWS & S, Orissa can scrutinise and check any project proposal as well as monthly return of physical and financial achievements as per instruction of IEC cell. The officials of IEC cell & HRD cell are to attend WATSAN Committee meetings and other organised meetings at various levels. Similarly Chair Persons of DWC & BWC are to attend WATSAN Committee meetings and other organised meetings under them. The action plan and progress reports are to be furnished to Govt. of India as per guidelines vide annexure - 8.

The Book of Accounts, Registers of assets created and other relevant information relating to utilisation of funds shall be made available for inspection and scrutiny by any Officer duly authorised by the State Govt. and A.G. (Audit) Orissa at any point of time during the period of the implementation of the strategy or programme and thereafter for a period upto three years from the date receipt of utilisation certificate in respect of this grant.

Where the grants or funds are utilised by co-ordinating agency/NGO, the State Govt. reserves the right to terminate the grant or withdraw the funds or any portion thereof at any stage applying the provisions of OPDR Act as arrears of land revenue if it is satisfied that the grant has not been properly utilised as per the terms and conditions or adequate progress is not being made to execute the programme.

The Co-ordinating Agency/NGO shall extend necessary cooperation to all Officers duly authorised or nominated by the State Govt. for monitoring the execution of the programme.

The monthly Activity Information Report (Financial and Physical) should be submitted to R.D. Deptt. in the prescribed proforma vide annexures - 10 & 11. Similary monthly Activity Information Report at Village Level should be submitted to Rural Development Department in the presecibed proforma vide annexure - 12. Besides above monthly report, monthly statement showing physical achievements in Construction of Latrines , Drains, Soakage Pits, Garbage Pits, Bathing Platforms, Cleaning of Ponds, Change of un hygienic habits of people are to be submitted to R.D. Deptt. The monthly reports & statements are to be submitted to Rural Development Department by end of the month.

ACTION PLAN (PROJECT PROPOSAL)

The basic action plan for district and state should comprise following :

- i) Brief Introduction (goals and objectives of the IEC strategy, status of water and sanitation programme, need of IEC etc.)
- ii) District and state profile (Physical features demographic pattern, occupational pattern, health problems industries, education level, economic status)
- iii) Ongoing projects/Programmes in state and district : (Water Supply and Sanitation, literacy and education, health and family welfare, other programmes) status of these programmes including the agencies involved in these programmes should be clearly mentioned.
- iv) Model Action Plan for a village/Panchayat : (This should clearly mention the kind of activities to be undertaken at village/panchayat level during the campaign period and later. Also the kind of people/organisation/institution to be involved for the campaign and their role, linkages with the motivator and with the block).
- v) Strategy for the intensive awareness campaign in the district : The project proposal should give the details of the strategy to be adopted in the district. This should include planning, hiring of manpower, their remuneration, reorientation and training with schedule kind of media intervention needed and how it will be implemented, responsibilities of various departments, role of VAS and other NGOs, the kind of intervention expected from state or national level.
- vi) IEC implementation strategy at the state level : The project proposal should give details of the activities to be undertaken at the state level for the implementation of the IEC strategy.
- vii) Project management in State & district : (intersectoral coordination among various departments of the Government at various levels will be important for the intensive awareness campaign. It should clearly mention the kind of officials responsible for various jobs and their responsibilities).
- viii) Follow-up measures/activities : (As a result of intensive awareness campaign there will be a demand generation for household latrines and other sanitary activities. The proposal should clearly mention how the required material will be made available to the people for the construction of latrines).
- ix) Project Budget and cost sharing : As per the funding guidelines.

(The project proposal should be made on the basis of detailed guidelines attached herewith.)

Annexure - 1 (contd.)

GUIDELINES FOR AWARENESS CAMPAIGN

DISTRICT, BLOCK, VILLAGE, PANCHAYAT LEVEL SET UP & ACTIVITIES

1. Motivator :

- a) Selection of motivators at Panchayat level : Motivators at village panchayat level, will be responsible for disseminating the sanitaiton message to each and every family of the panchayat through inter-personal communication and other means. The motivator should be selected by the Panchayat committee in consultation with opinion leaders , NGOs, local institutions, cooperative scoieties and block level coordinators. The motivator preferably have desirable qualification (not mandatory) :
 - i) Ability to write and read in their own dialect/regional language.
 - ii) A women who can devote sufficient time for the campaign during the intensive awareness campaign period.
 - iii) He/she should have a capability to mobilise various groups in the village and habitation level i.e. women group, youth group etc.,
 - iv) Able to interact with the local schools and teachers, ICDS workers and other Government Officials, available at Panchayat level.
 - v) Incase such person are not available at the panchayat level as motivators the task can be easily given to the school teacher or ICDs worker or mahila mandal, or youth clubs or DWCRA groups.
- b) Incentive to Motivators.
 - i) Rs. 100/- per month, for the maximum period of four months can be paid to the motivators for the services rendered. (This will not be applicable incase the motivators is a teacher or ICDs worker). After four months, motivators can be paid Rs. 25/- as incentive or the construction of every latrine in the village and habitation. (This incentive is for both latrine constructed for the below poverty line or others).

OR

Inc case the motivator is teacher or ICDs worker the incentive should be Rs. 25/- per latrine. But during the four months of intensive campaign period, they should also concentrate on the components of "Sanitation Through Schools" as spelled out in the IEC strategy document.)

- ii) The motivator , who is not being paid Rs. 100/- per month but inclined to work for cause should be paid Rs. 40/- for construction of each latrine (of any designs) as motivation fee.
- iii) For the reorientation/training course, he/she should be paid TA/DA as per the State Government rules.
- iv) One time payment of Rs. 50/- can be made to the motivators, as incidental charges/expenses during the period of intensive awareness campaign.

c. Task of Motivators

The campaign organised by the motivator at community level should be visible and memorable, and should be easily registered with the community and is appreciated by it. The motivator should :

- Organise padyatra in community to focus people's attention at the beginning of the campaign ;
- Organise a small group of women to function as a pressure & advisory group among women in the village ;
- Organise a small group of youths to function as a pressure group in the community as a whole ;
- Motivate the village mason to create awareness about the benefits of household latrines including sanitation facilities in the community, by pointing out the immediate financial rewards he himself will reap in the process ;
- Get messages written on village houses, school walls, panchayat building etc.
- Get a sanitation status card made on the outer wall of each & every house by locally available cheapest material. (Proforma for sanitation status card will be given to motivator during his reorientation at block level) ;
- Organise show/performance by traditional media artists on sanitation & safe drinking water;
- Report activities and progress to Block Level coordinator (BLC);
- To conduct a regular village contact drive to sustain interest in the programme;
- Monitor and give feedback to BLC on the access, acceptance and potential of media by the community;

- The motivator's task would be considered complete if, on leaving his/her task is carried on by members of the community themselves, i.e the community becomes self-motivated.

2. Block Level Coordinator

a. Section of Block level Coordinators

District Coordinating Agency (DCA) in consultation with Janpad Panchayat BDO, Area Education Officer, prominent Government Doctor and concerned officers of PHE/RD/PR department etc., should form a small committee and select the two block level coordinators through interviews and hire them on contract for atleast one year. The desirable qualification for the block level coordinator may be following :

- i) Minimum higher secondary pass.
- ii) Ability to write reports letters and dealing with Government officials as well as the Panchayat and motivators in the blocks.
- iii) BLC should be inclined and interested in working the field of Rural Water and Sanitation.
- iv) BLC should be able to travel extensively and interact with people (minimum 12 - 15 days travel is required every month for the effectiveness of the campaign and monitoring).

b. Incentive to Block Level Coordinators

- i) Rs. 1,000/- consolidated amount should be paid to the block level coordinator for the maximum period of one year. Besides, they should be paid TA/DA as applicable to the similar category staff in the state Government. The TA/DA bills and their tour should be approved and certified by Block Development Officer (BDO) or his nominee.
- ii) The block level coordinators should also be jointly paid Rs. 5/- per latrine to be constructed (for people below poverty line or others) in the block any where after the intensive awareness campaign.

c. The Task of Block Level Coordinators

- i) Help the village Panchayat committee and others in the villages to select the motivator.
- ii) Identify traditional media group (maximum five groups in one block) reoriented them in consultation with district coordination agency and make the schedule of their performance at the village level in consultation with motivators and Panchayats.

- iii) Deliver the appropriate printing material to the motivators for running the campaign.
- iv) Arrange the reorientation/training course (three days) for motivatos at Block level in consultation with district coordinating agency.
- v) Monitor the progress of the campaign in the villages and give and send fortnightly report to the district coordinating agency (a proforma for monitoring the campaign will be distributed to the BLC) locally available cheap materials at village level in consultation with motivator for writing messages in the villages and making status cards (on sanitation) on the outer wall of each and every house.
- vi) Regularly brief the local media persons particularly correspondence/stingers of district level newspapers.
- vii) Coordinate with various Government Departments for the success of the campaign on administrative matters. The BLC should report to the block development officer or Sub Division Officer and also submit them regular reports. A copy of the same should be sent to DCA.
- viii) The block level Coordinator should identify few Raj Misteries (Senior Masons) who could be trained at the District level for the construction of latrines and other sanitation facilities and also to act as trainers for other masons available at every panchayat level.

3. District Coordinating Agency :

- A) Selection of District Coordinating Agency : This would be the main agency for carry out the actual campaign in the district in close coordination and consultation with the District Collector, the agency can be a District Teacher Training Institute/Community Polytechnic/NGO/Prominent Youth or Women Organisation of the district/any other reputed educational or social institutions/organisations etc.

The infrastructure of DCA :

- i) If any Government Institution like teachers training institute/Community Polytechnic/college or any other institution selected as DCA then it should consist of one main coordinator (preferably form teaching faculty) assisted by three other teachers, one typist-cum-office-cum-general assistant and one messenger. The typist cum assistant and messenger can be hired on contract for atleast one year. The coordinator and the assistant will be paid additional allowances on and above their regular salary for rendering their services for the campaign.

- ii) If DCA is other than Government Organisation like Voluntary Agency, youth or women organisation etc., then they should also be allowed to hire the service of the one typist cum office assistant and one messenger for the maximum period of one year. Three functionaries of the organisation should work full time with full responsibility to run the intensive campaign and they will be paid monthly remuneration/compensation for atleast one year.

B. Incentive to the District Coordinating Agency

- i) To the Government institutions as mentioned above.
- a) Coordinator - upto Rs. 2000/- per month on and above of the salary for at least 12 months.
 - b) Assistant (Three) - up to Rs. 1,500/- per month on and above of the salary for the maximum period of 12 months.
 - c) Typist/Office cum general assistant (one) - full time Rs. 1,500/- per month for the maximum period of 12 months to be hired on contract basis.
 - d) Messenger (one) - full time Rs. 1,200/- per month for the maximum period of 12 months to be hired on contract basis.
 - e) DCA office expenses including stationery and miscellaneous office items upto Rs. 5,000 per month for the maximum period of 12 months.
 - f) TA/DA to the DCA officials as per their entitlement under the State Government rules. (These officials should tour the district to gauge the effectiveness and monitoring of the campaign for the minimum 5-6 days in a month).

- ii) In case DCA is voluntary organisation/youth or women organisation the following incentive recommended :-

- a) Three officials - (One senior and two assistants) of the organisation should be paid Rs. 4,000/- and Rs. 3,000/- consolidated) per month respectively.
- b) The Typist/Office assistant to be paid Rs. 1,500/- in a month and Messenger cum General Assistant should be paid Rs. 1,200/- per month. All these reorientation should be the maximum period of one year. TA/DA to the functionaries of DCA (NGO) should be paid as per the state Government rules entitled to the same category of the people.

C. The Task of the District Coordinating Agency

- i) The District Coordinating Agency (DCA) will carry out the intensive awareness campaign at district level after preparing the campaign strategy for the district on the lines of IEC Strategy.
- ii) DCA will coordinate with various Government agencies based at the district, sub-division and block level.
- iii) DCA will help the Janpad Panchayat, BDO and the committee consisting for the purpose in selecting the block level coordinators for each block.
- iv) DCA will interact with youth organisation like NCC, NSS, NYK BSG and take their help in building the movement in favour of the campaign in the district.
- v) Coordinate with the district School Sanitation Cells for organising sensitization of various other activities related to "Sanitation Through Schools" and "Sanitation in Schools".
- vi) Organize reorientation/training/sensitization of the block level coordinators.
- vii) Select and organise sensitizational for traditional media groups in consultation with block level coordinators. Engage creative people of the district to prepare slogans/songs/skits/plays for disseminating awareness in the local dialect/languages/skill.
- viii) DCA will work under the overall all guidance of the district collector and district WATSAN committee. The DCA will submit monthly report to the District Collectors and copy of the same should also be submitted to the concerned officials of the main implementing agency (Water and sanitation Programme). Copy of the same will be sent to state IEC cells for necessary action and modification (if any, in the campaign). DCA functionaries should monitor the campaign on fortnightly basis at the each block of the district.
- ix) DCA should sensitize the local media man on the need of the campaign and also give them salient features of the campaign including the strategy adopted at the district level. DCA should try to make each and every event of the campaign as media event, so that a better coverage can be achieved at the district/state level.
- x) DCA should organise Padyatras in the whole district in consultation with WATSAN committee, Member of Parliament, all MLAs of the district, and district panchayat President.

- xi) DCA should prepare write up on the success stories (with photographs) of the district for publication in the newspapers/magazines and also in the state level news letter. Important events of the campaign should be documented through photographs and video.

4. Schools Sanitation Cell :

- i) A separate "School Cell", comprising of five permanent teachers/education officers/educationists/member of the education committee from the district (with a minimum of two lady members) should be constituted at district level to focus on the concept of "Sanitation Through Schools" and "Sanitation in Schools".
- ii) A similar cell should be constituted at block level.
- iii) The members of this cell should be paid TA/DA as per the state Government rules for touring to the various parts of the district on connection with monitoring the progress of the School Sanitation campaign.
- iv) The school cell at the district and block level will coordinate & monitor activities related to School Sanitation for DCA and BLC. The Cell should recommend necessary support and back up needed for promoting the "Sanitation Through Schools" and "Sanitation in Schools".

5. Water and Sanitation (WATSAN) Committees :

- i) District Level Water & Sanitation Committees -

District collector will constitute a water and sanitation committee at the district level. This committee will function as an advisory-cum-monitoring group for the campaign in the district. This committee will advise the DCA from time to time for the modification and other inputs needed for the campaign. The District Collector will be the chairman of the committee and the committee should meet atleast once a month to review the progress of the campaign. It will submit its report directly to the programme implementation agencies of the state. All sections of the society should get due representation in the committee and in this regard District Collector should take a final decision. For example, the WATSAN committee may comprise of :

- District Medical Officer ;
- Two local journalists ;
- Information/publicity officer of the state and central units;
- Two women, representing the various groups of the organisations ;

- Two representatives of youth organisation ;
- Two representatives from village panchayats ;
- SE/EE/nodal officer from the PHED/Rural Development/Panchayati Raj department ;
- Coordinator of School sanitation Cell ;
- All MLAs from the district ;
- Member of Parliament ;
- District Panchayat adhyaksha ;
- All the adhyaksha of Janpad panchayats ;
- Two representatives of Traditional media groups:
- District Education Officer,
- One representative each from NCC, NSS, NYK, Bharat Scout and Guides
- Two representative from NGOs/VAs ;
- Two representatives from trade & industry ;

(Total number of committee members can be more or less, as this would depend from district to district)

ii) **Block level WATSAN Committee :**

A similar committee consisting of small group should be setup at block level and headed by highest administrative officer in the block. This should review the progress of the campaign in the block and submit report to the DCA and the District Collector.

iii) **Community level WATSAN Committee :**

At the community level, the committee should comprise representation from all sections of the community, including representatives from panchayat, school/ICDS worker, patwari, postman etc. This committee must meet once a fortnight and review the progress and once a month. They should submit a report to the block WATSAN committee and to the Block Level Coordinator.

**SCHEDULE OF LAUNCHING OF AWARENESS CAMPAIGN
(STATE & DISTRICT LEVEL)**

ACTION POINTS	STATE/DISTRICT FUNCTIONARY/ PROFESSIONALS	TIME FRAME	INFRASTRUCTURE INVOLVED	REMARKS
1. Reorientation Phase - I	1. IEC Cell Functionaries Consultant (Media) 2. SCA functionaries 3. DCA functionaries 4. Collectors	At the beginning of campaign	1. Safai Vidyalaya, Ahmedabad 2. AIH&PH Calcutta 3. NIRD, Hyderabad	National level
2. Reorientation Phase - II	1. EE/AE/JE of PHED/ PRI/RD 2. Block level coordinator 3. Distt. School Cell functionary (Teachers/ Education officers) 4. School Teacher 5. Motivator	within 4 - 8 weeks after the state level launching	1. Local Level infrastructure of DCA	Dist & Block level
3. Reorientation Phase - III	1. Professionals of media at local level 2. literary figures (e.g. writers, poets, journalists)	Within 6 - 10 weeks after the state level launching	1. Local Level infrastructure of DCA	
4. Sensitization Phase - I	Media professionals 1. State/Distt. level 2. MLAs, MPs, President of Janpad/Zilla Panchayat	Within 8 - 12 weeks after state level launching	1. State level infrastructure of SCA	State level
	3. Sarpanches of all Panchayats & women Panches 4. State/Dist. level office Bearers of youth organisations	Within 8 - 16 weeks after state level Launching	Local Level Infrastructure of DCA	Dist/Block level
5. Sensitization Phase - II	1. District level functionaries/Block of Health, Education IPR, RD, PRI 2. Office-Bearers of local level youth/women organisations 3. Religious/Sect, leaders/Priests	Within 12 - 16 months of state level launching	Local Level Infrastructure of DCA NIRD/Religious institutions SCA infrastructure DCA infrastructure	Dist Level National State & Dist level

Annexure - 2 (Contd.)

SCHEDULE OF LAUNCHING OF AWARENESS CAMPAIGN

(STATE & DISTRICT LEVEL)

ACTION POINTS	STATE/DISTRICT FUNCTIONARY/ PROFESSIONALS	INFRASTRUCTURE INVOLVED	REMARKS
Development of Media Materials			
1. Print Media (a) Reorientation package (original)	1. UNICEF, AIIH & PH CAPART, Safai Vidyalaya, in consultation with Consultant (Media) & Consultant (Sanitation) of TM for preparation of TM for preparation 2. NIRD (Delivery System)	UNICEF AIIH & PH CAPART, Safai Vidyalaya	End products- Flip Charts/ Booklets/Manuals/ leaflet.
(b) Sensitisation	Professionals/ Copywriters	NIRD, IIMC, UNICEF	End Products Set of small booklets.
(c) Preparation of social Advocacy materials	Professionals	NIRD, UNICEF, P & T Deptt., Railways	End Product Message in Post Cards, Rly. Tickets.
(d) Preparation of stickers wall messages	Professionals	NIRD, CAPART, DC, (Motivator)	End product Messages through Stickers/wall writing
2. Electronic Media			
(a) Sensitization & Promotion	Professionals, AIR Doordarshan , DAVP	NIRD, Doordarshan, AIR, DAVP	End Product Cassettes (Spots)
3. Traditional Media			
(a) Reorientation	Local artists/ Singers, Resource Person, NGOs.	DCA NGOs Song & Drama Div. (Min. I&B)	Performances for Sanitation & Water.

STATE LEVEL SET UP & ACTIVITIES**1. IMPLEMENTING AGENCY :**

- a) **Task for implementing Agency :**
 - i) **Selection of the districts as per the criteria :**
 - Districts prone to diarrhoeal diseases
 - Districts with high population density where felt need for sanitation is likely to be more.
 - Districts with better coverage under CRSP
 - Districts covered under post literacy campaign
 - Districts where water coverage is good
 - ii) **Setting up of IEC Cell within the department by hiring a Consultant/Expert (media or social sciences) for the period of one year and depute JE/AE level officers and other(s) as mentioned in the IEC strategy document.**
 - iii) **Select and depute a State Coordinating Agency (SCA) for the software support to the campaign and assign the task to it as per requirement at the state and district level.**
 - iv) **Constitute a WATSAN Committee at State Level.**
 - v) **Interact with Collectors from districts selected for the intensive awareness campaign and render necessary help for the selection of the District Coordinating Agency (DCA). Districts should also be helped by the implementing Agency to prepare a district level project proposal to run the campaign.**
 - vi) **Interact with IEC Cell at Rajiv Gandhi National Drinking Water Mission for the necessary help needed for launching and running the campaign.**
 - vii) **Prepare a project proposal for the intensive awareness campaign in district(s) and activities at State level and submit the same to Mission Director or consultant (Media) of the Rajiv Gandhi National Drinking Water Mission for seeking approval and sanction from the SSRC (as per the funding guide lines)**

2. FUNDING GUIDELINES FOR THE IMPLEMENTING AGENCY :

- i) **Funding pattern for State Co-ordinating Agency (SCA) and IEC Cell functionaries for compensation/remuneration, deputation allowance, TA/DA should be on sharing basis between Centre and State at the ratio of 50:50.**
- ii) **Equipments given to states under HRD Cells should also be used by IEC Cells with a view to avoiding duplication. However, in exceptional cases (where additional equipments, not available with HRD, are required for IEC Cells), 100% grant-in-aid similar to that for HRD Cells (approved by SSRC) may be given to states in such cases.**

- iii) Expenses at district level for IEC activities including expenses on District Coordinating Agency (DCA), block level functionaries, motivators to be temporarily hired for IEC activities should be shared between Centre and state at the ratio of 50:50.
- iv) Expenses at state level for all activities listed in the IEC strategy (approved by 10th SSRC) and related activities with IEC should be shared between the Centre and state at the ratio of 50:50
- v) The funds from the centre should be released after approval from SSRC on the basis of district-wise and state-wise project proposals. This fund may be released in minimum of two instalments. The 50% of Centre's share may be released in the first instalment and second instalment can only be released after state's release of matching grant under the funding guide lines.

3. IEC CELL :

A) Hiring of Consultants :

- i) A Consultant/Expert should be hired on contract for the period of one year., Remuneration/compensation should be on consolidated basis, around Rs. 8000/- (+15%, depends on the Qualification and experience of the person)
- ii) TA/DA Consultant should be paid TA/DA as per the state Government rules applicable to the officers of the similar rank/similar pay.
- iii) Selection procedure for the Consultant :
 - a) Consultant should be hired through an open advertisement in the leading newspapers of the State by inviting applications from the candidates alongwith their comprehensive CV.
 - b) A small committee should be constituted at the state level for the selection of the consultant in which an expert from the Rajiv Gandhi National Drinking Water Mission should also be included as member.
 - c) Appointment to the consultant should be issued within 24 hrs of the process of completing the interview.
 - d) The remuneration/compensation to the consultant has been mentioned in the above paras but committee can decide to pay more to the candidate if he/she is more qualified and experienced.
 - e) Appointment/contract for the consultant should be for the period of one year renewable for another year.

iv) Qualification for the Consultant :

Candidate should have :

- a) A minimum IInd Class Post Graduate Degree in Social Science, Social work, Rural Development/Management with a good academic record.

OR

a minimum II Class Graduate Degree in Humanities with diploma in Mass communication/Journalism, Public Relations, Rural Development/Management, social work with good academic record.

- b) A minimum of five years experience as managerial position in community based or developmental or hygiene promotion programme or five years journalism experience with prominent daily newspaper or weekly news magazine or working experience of five years with prominent NGO working in the field of rural development. Those having experience of handling water and sanitation programmes will have added advantage.
 - c) A management, administrative and communication skill and good knowledge of developmental/creative communication.
 - d) An understanding on the problems and issues related with the rural areas of the state.
 - e) Command over spoken and written regional language of the area and good knowledge of English.
 - f) Ability to coordinate and manage various activities between the various Government departments and should be able to handle various activities related to IEC.
 - g) Good health and should be able to travel in the rural areas of the state.
 - h) Maximum 35 years of age .
- b) Deputation of other officers.
- i) Following officers should be deputed in the IEC Cell :
 - a) One Sanitation expert (AE/JE Level)
 - b) One Drinking Water expert (AE/JE level)
 - c) Stenographer, office assistant messenger (One each)
(These officers should be drawn from regular duty and should be deputed to the IEC Cell for the success of the campaign)
- C) Logistic support to the IEC Cell :
- i) Following logistic support to be given to IEC Cell :
 - a) Office space
 - b) Furniture
 - c) Equipment, etc.

4. STATE CO-ORDINATING AGENCY :

a) Selection of SCA :

State should identify and appoint an institution/organisation/professional agency/ NGO at the state capital as SCA to carry out the awareness campaign in the state and get software inputs for the campaign.

This agency can be journalism/mass communication institute/departments, SIRDs, reputed NGOs, DAVP type agency at the state level or group of the creative people.

b) Incentive to the SCA :

15% of the total amount allotted to the agency by implementing agency for doing necessary creative work, monitoring and providing consultancy can be paid to SCA as establishment-cum-consultancy charges.

c) Task of SCA :

- i) The SCA will give necessary software support to the implementing agency, as may be required at the state level and in the districts.
- ii) The SCA will coordinate with the implementing agency, IEC Cell, various Government agencies based at the state level, particularly media related agencies like Doordarshan, AIR, field publicity units of the Central Government, state publicity department, traditional media groups working at the state level, working for the state and national level papers in the state.
- iii) SCA will help the DCA in running the campaign in the districts as may be required. It will also render continuous guidance to DCA and monitor campaign at district level.
- iv) Organise sensitisation of the functionaries & District Coordinating agency and various other groups at the state level, i.e. media persons, NGOs, respective officers of the various departments.
- v) Prepare relevant messages in regional languages for display at various places in the state/district on hoardings/buses etc.
- vi) Replicate prototype print material in the local regional language and also develop some regional material appropriate to the local need.
- vii) Help state IEC Cell and DCA for conducting exhibitions at the district level.
- viii) Help IEC Cell for the telecast and broadcast of necessary messages, video spots, films/programmes from the local stations of Doordarshan/AIR.

- ix) Bring out eight page bi-monthly newsletter highlighting campaign related activities in the state and this should be widely distributed in the schools and panchayats.
- x) Carry out plan and carry out special campaign in tribal areas (if necessary) and also the campaign during weekly hats, annual fares etc.
- xi) Organise sensitisation of MPs, MLAs, and District Panchayat Presidents of the districts selected for campaign.

5. WATSAN, COMMITTEE AT STATE LEVEL :

A state level WATSAN Committee to be formed under the chairmanship of the Chief Secretary . It should comprise the Secretaries (implementing department), Secretary (RD), Secretary (Health), Secretary (Information & Public Relation), Engineer-in-Chief (PHED), Secretary Incharge of Rural Water Supply, two prominent media persons, two representative from the NGOs, two women representatives, representatives from prominent youth organisation, representative from Trade & Industry etc. (number of WATSAN Committee members can be decided at the state level. It can be less or more).



ANNEXURE - 4

MODALITIES

Intersectoral co-ordination at the State level would be needed for the effective implementation of the IEC strategy. A letter from the Chief Secretary may go to concerned District Collector(s) identifying their role and responsibilities in the implementation process. At the state level the concerned secretaries of the various departments-Health Education, Panchayati Raj, PHE, RD, Information and Public Relation department should also write a letter to their respective departmental heads at the district level for providing effective linkages.

A letter may go from the Chief Minister's to the MLAs of the concerned district, MP, Zilla Parishad President for their effective involvement in the campaign. A WATSAN Committee should be constituted at the state level.

At the District level the District Collector will constitute a WATSAN committee which would be Advisory-cum-Monitoring committee. District Collector will also give necessary instructions to all the concerned department heads in the district for their active and effective involvement in favour of the campaign.



DISTRICT LEVEL EXPENSES (FOR ONE YEAR) :

1. District coordinating agency (per district) - NGO
 - i) Coordinator (one) full time : Rs. 4,000/- per month and TA/DA upto Rs. 16,000/- per year as per the State Government rules.
 - ii) Supporting staff (two) full time : Rs. 3000/- per month and TA/DA upto Rs. 12,000/- per year (each).
 - iii) Asst./Steno/Typist (one) full time : Rs. 1500/- per month (to be hired on contract) and TA/DA upto Rs. 6000/- per year.
 - iv) Messenger (one) full time : Rs. 1200/- per month (to be hired on contract) and TA/DA upto Rs. 5600/- per year.
 - v) Establishment charges : Rs. 60,000/- per year.
(Total expenses for one year : Rs. 2.76 lakh per district)

2. Block Level coordinators (two in each block)
 - i) Coordinator (two) : Rs. 1000/- per month and TA/DA upto Rs. 6000/- per year.
 - ii) Establishment expenses : Rs. 24,000/- per block per year.
(Total expenses Rs. 60,000 per block/per year)

3. Village level expenses
 - i) Raw material/other expenses (wall writing + card making) Rs. 500/-
 - ii) Payment to folk media (four shows Rs. 150/- per show) Rs. 600/- (Total expenses Rs. 1100/- per village).

4. Expenses on Motivator

One motivator per village (on contract) for four months at the rate of Rs. 100/- per month and additional Rs. 100/- as contingency and TA/DA total expenditure on one motivator would be Rs. 500/-.

5. Media activities / Training / sensitisation workshops including software for school sanitation at district level per year/per district) : Rs. 10.00 lakh

The District level budget has been sanctioned on the basis of number of blocks & villages in the three districts (total 33 blocks and 3750 villages as per details given)

Districts	No. of revenue Blocks	No. of Village
Malkangiri	7	700
Kendrapara	9	1350
Sundergarh	17	1700
Total	33	3750

Thus, final approved budget is :-

Item	Approved Expenses
A) District Level Expenses	
i) District coordinating Agencies (Rs. 2.76 lakh x 3 districts)	Rs. 8.28 lakh
ii) Block Level coordinator (Rs. 60,000 x 33 blocks)	Rs. 19.80 lakh
iii) Village Level expenses (Rs. 1100 x 3750 villages)	Rs. 41.25 lakh
iv) Expenses on Motivatos (Rs. 500 x 3750 motivators)	Rs. 18.75 lakh
v) Meida activities/training/workshops including software for school sanitation at district level (per year) (Rs. 10.00 lakh x three districts)	Rs. 30.00 lakh
(A) TOTAL	Rs. 118.08 lakh
GRAND TOTAL	Rs. 118.08 lakh
<hr/>	
Center's share (50%) :	Rs. 59.04 lakh
State's share (50%) :	Rs. 59.04 lakh
<hr/>	
1st instalment 50% of the centre's share :	Rs. 29.52 lakh

(Rupees twenty nine lakh and fifty two thousand only)

Annexure - 6

DISTRICT LEVEL ESTIMATED BUDGET AND COST SHARING

DISTRICT LEVEL

(Rupees in lakh)

S. NO.	ACTIVITIES	No. of Units	Unit/Cost/ Compensation	TA/DA Rs.	Total Cost Rs. (4+5)	States Share Rs.	Centre's Share Rs.	Implementing agency	Remark
1.	District Coordinating Agency (one district) (at district level).								
	i) Coordinator (Rs. 2000/-per month)	1	0.24	0.16	0.40	0.20	0.20	Teaches Training Institute/Community Polytechnic/NGO/ Degree College etc.	Furniture, office space should be provided by implementing agency for DCA functionaries.
	ii) Supporting staff (Rs. 1500/- per month)	3	0.54	0.36	0.90	0.45	0.45		
	iii) Asst./Steno/Typist (Rs. 1500/- per month)	1	0.18	0.06	0.24	0.12	0.12		
	iv) Group D Staff (Rs. 1200/- per month)	1	0.144	0.056	0.20	0.10	0.10		
			1.104	0.636	1.74	0.87	0.87		
	v) Stationary Equipments				0.60	0.30	0.30		
	Miscellaneous (items) over head etc.			(A)	2.34	1.17	1.17		
	Expenses for four months			or	2.30	1.15	1.15		
					0.77	0.39	0.39		
2.	Block Level Coordinator (One block)								
	i) Co-ordinator (Rs. 1000/pm)	2	0.24	0.12	0.36	0.18	0.18	BLC/Panchayats	
	ii) Stationary, miscellaneous, overheads etc.				0.24	0.12	0.12		
	Expenses at one block				0.60	0.30	0.30		
	Expenses for 12 blocks (0.60 x 12)			(B)	7.20	3.6	3.6		
	Expenses for four months				2.40	1.2	1.2		

(Annexure - 6 contd.)

(Rupees in Lakh)

S. NO.	ACTIVITIES	No. of Units	Unit/Cost/ Compensation	TA/DA Rs.	Total Cost Rs. (4+5)	States Share Rs.	Centre's Share Rs.	Implementing agency	Remark
3.	Panchayat/Village level								
	i) Raw materials/other expenses (wall writing & card making)				0.005	0.0025	0.0025		(i) Raw Material / other expenses
	ii) Payment of Folk media tour shows (@ Rs. 150/- per village)				<u>0.006</u> 0.011	<u>0.003</u> 0.0055	<u>0.003</u> 0.0055		(ii) Payment of Folk media Tour shows
	Estimated expenses per village would be Rs. 1,100/- For one block the expenditure would be Rs. 1,100 x 100 villages				Rs. 1.1	0.55	0.55	(in lakhs)	
	Expenditure for all blocks in district, (Rs. 1.1 lakh x 12 blocks), per district expenses :				13.20	6.50	6.50	(In lakhs)	
					(C) say 13.00				
4.	Expences on Motivator One motivator per village on contract for four months at the rate of Rs. 100/- per month and Rs. 100/- additional as contingency and TA/DA Total expenditure on one motivator would be Rs. 500/-								
	Hence, for one block expenses (Rs. 500 x 100 villages) :				Rs. 0.50 lakh				
	Expenses for one district (Rs. 0.5 lakh x 12 blocks) : (D)				Rs.6.00 lakh				
5.	Media activities/Training/Workshop including software for school sanitation at districe level per year.								
	Grand Total (A+B+C+D+E)			(E)	10.00	5.00	5.00	lakh	
	Rs. in lakhs (2.40+7.20+13.00+6.00+10.00)			:	Rs. 38.60 lakh			(per district expenditure)	
	Out of this at the ratio of 50:50 states share			:	Rs. 19.30 lakh			for one full year	
	Centre's share			:	Rs. 19.30 lakh			for one full year	

Annexure - 7

STATE LEVEL ESTIMATED BUDGET AND COST SHARING

STATE LEVEL

(Rupees in lakh)

S NO.	ACTIVITIES	No. of Units	Unit/Cost/ Compensation	TA/DA Rs.	Total Cost Rs. (4+5)	States Share Rs.	Centre's Share Rs.	Implementing agency	Remark
1.	IEC Cell								
	i) Consultant (Rs. 10,000.-12,000/- pm average)	1	1.20	0.80	2.00	1.00	1.00	PHED/RD	1. IEC Cell Coordinator Panchayati Raj may be compensated 2. Furniture, office space should be provided by implementing agency for IEC Cell Functionaries 3.D: on deputation
	ii) Asst. Engineer (W). (On deputation) (Rs. 2,000/- pm)	1	D 0.24	0.48	0.72	0.36	0.36		
	iii) Asst. Engineer (S) (On deputation) (Rs. 2,000/- pm)	1	D 0.24	0.48	0.72	0.36	0.36		
	iv) Stenographer (On deputation) Rs. 1500/- pm)	1	D 0.18	0.15	0.33	0.16	0.16		
	v) Group D Staff (On daily wages) Rs. 2000/- pm)	1	0.24	0.10	0.34	0.17	0.17		
			2.10	2.01	4.11	2.05	2.05		
	vi) Stationary Equipments Miscellaneous items Overheads etc.				2.0	1.0	1.0		
				A.	6.11	3.05	3.05		
	For four month				2.04	1.02	1.02		

2.	Professional Agency i) Establishment and Consultancy charges	15% of the total amount allotted to SCA by implementing Agency for doing necessary creative work, monitoring and providing consultancy to PHED/RD/PR Department (sharing between State & Centre would be at the ratio of 50:50) B. Total estimated charges Rs. 2.00 lakh Initially for four months it may me Rs. 1.00 lakh	SIRD/NGO/DAVP/type organisations in the State
3. Other activities at the State Level			
i)	Exhibition in districts (S)	2.00	1.00 1.00
ii)	Media activities/local specific films/spot production/audio spots/advocacy/Radio programme/News letter etc.	10.00	5.00 5.00
iii)	Trainers trained at NIRD/Safai Vidyalaya, Ahamedabad AIDA etc		0.80 0.40 0.40
iv)	Reorientation of DCA functionaries		0.80 0.40 0.40
	Total Expenditure	C.	<u>13.60</u> <u>6.80</u> <u>6.80</u>
	Grand Total (A+B+C) (Rs. 6.11+2.00.13.00) :	19.71	
	Out of this at the ratio of 50:50 State's share :	Rs. 9.85	(for one full year)
	Centre's share :	Rs. 9.85	(for one full year)

(This State level budget does not include cost of equipments)

ANNEXURE -8

ACTION PLAN & RETURN TO GOI

- i) A detail action plan consisting of activities to be undertaken at the districts level for one year period alongwith scheduled, to be sent to the Joint Secretary and Mission Director, Rajiv Gandhi National Drinking Water Mission.
- ii) A quarterly progress report of all the activities undertaken under the IEC strategy to be furnished to the Mission Director on regular basis.
- iii) The activities to be under taken at the State Level to be planned in advance and listed and accordingly the Mission Director should be informed on monthly basis.
- iv) The grant should be used for undertaking only the IEC activities. Expenses should be incurred as per the approved guidelines for IEC activities. Any activity/item which is not covered under the guidelines and not approved by this Ministry, a prior approval of the Ministry should be obtained.
- v) No vehicle should be purchased in any circumstances from the IEC funds.
- vi) The payment to the employees engaged in the IEC activities should be strictly as per guide line. There is a provision of deputation (honorarium) for the Government employees under the guidelines.

DISTRICT LEVEL FUNCTIONS

1. On being identified the district level co-ordinating agency (DCA) will be supported by the District Collector implementing agency of ARWSP & RSP, school & health administration, Panchayati Raj institutions/Zilla Parishad, local NGOs, district level media infrastructure for co-ordination with various other agencies operating in the districts to achieve the IEC objectives.

Support is also expected from the local MLAs and MP who will provide necessary backup for generation of people's movement in favour of sanitation. The District Co-ordinating Agency will prepare the district plan in co-ordination with the above agencies and prepare the project proposals for the district.

The DCA will also coordinate with various other agencies in respect of development of location specific community based messages, re-orientation of traditional media, identification and sensitization of the motivators engaged for the purpose of hiring of block level coordinators, develop functional linkages with WATSAN committees, develop feedback and provide necessary modifications of the campaign mode. The DCA will also provide periodic feedback to the State Co-ordinating Agency & State IEC Cell and prepare monthly progress report for the District Collector. The District Co-ordinating Agency can be identified from the local NGOs, teachers training institute, community polytechnic or the local degree college.

2. Block level functions

At the block level the support will be provided by block development officers, block level coordinator, block WATSAN committee headed by Janpad Panchayat President, Circle (revenue) Inspector, Primary Health Centres & NGOs etc. to coordinate the activities within the block. The block level coordinator will also develop effective functional linkage between the village level motivator and the District Co-ordinating Agencies. The coordinator will also identify and hire the local level motivators for initiating the various IEC activities at the Panchayat level. The functions at community level will also include providing input of basic sanitation parameters, organising media inputs, sensitizing the rural community, etc. It is also required that a base line survey of the rural community in that block will be conducted to assert the existing status of awareness, motivation of the community towards sanitation, excreta disposal and environmental hygiene.

3. Panchayat level co-ordination :

At the Panchayat level the coordination will be provided through the local Sarpanch Panchyat members to the motivator.

At the Panchayat level the involvement of the WATSAN committee, village health workers, ICDS worker, schools, women & youth groups, local NGOs will be coordinated by the motivator to provide necessary support in respect of awareness social mobilisation and communication activities within the community and sensitize the community towards achieving the objectives of the IEC strategy.



Annexure -10
**ACTIVITY INFORMATION REPORT
(FINANCIAL)**

1. EXPENDITURE

Allocation so far _____

1. Total expenditure upto the previous year _____

2. Expenditure in the current month/quarter in the current year _____

3. Cumulative expenditure in the current year _____

4. Total expenditure so far _____

2. EXPENDITURE OF DCA

Amount paid as Hon/Compensation to members of DCA _____

TA/DA paid to members of DCA _____

Total Amount _____

3. EXPENDITURE ON DIFFERENT ACTIVITIES

S.NO.	ACTIVITY	EXPENDITURE			TOTAL
		UP TO THE PREVIOUS YEAR	DURING THE MONTH/QUARTER IN CURRENT YEAR	CUMULATIVE DURING THE YEAR	
1.	Exhibitions				
2.	Audio-Video Programmes/ Films/Sports				
3.	Printing work				
4.	Orientation/ Training				
5.	Any other				
	Total				

4. BLOCK-WISE EXPENDITURE (MONTHLY/QUARTERLY)

S. NO.	BLOCK CODE/ NAME	EXPENDITURE ON BLOCK CO-ORDINATORS			EXPENDITURE ON MOTIVATORS			TOTAL
		COMPAN- SATION	TA/ DA	OTHER ACTIVITY	COMPEN- SATION	TA/ DA	OTHER ACTIVITY	
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
	Total							

PHYSICAL INFORMATION REPORT**1. AUDIO-VISUAL PROGRAMMES FILMS/SPORTS ETC.**

- a) Any such activities undertaken : Yes/No
- b) If yes

S.NO.	TYPE	COST	DURATION	MEDIA OF SHOWING IT TO PEOPLE	NO. OF VILLAGES COVERED	COPY SENT TO R.D.DEPT.	YES/NO
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

2. PRINTED MATERIAL FOR IEC

- a) Was any such material printed _____
- b) Nature of material _____
- c) No. of copies. _____

3. ORIENTATION/SENSITISATION

- a) Have such activities been undertaken
- b) If yes

S.NO.	NAME OF ORIENTATION/ SENSITISATION	DATES	VENUE	NO. OF PRATIC-IPANTS	NATURE OF TARGET GROUP	OBJECTIVES	RESOURCE PERSONAL
1.							
2.							
3.							
4.							
5.							

4. WATSAN COMMITTEE AT THE DISTRICT LEVEL

S.NO.	DATES OF MEETING	NO. OF MEMBERS PRESENT	BROAD DECISION	COPY SENT TO R. D. DEPTT.
1.				
2.				
3.				
4.				
5.				

CONTD.

5. SCHOOL SANITATION CELL

S.NO.	DATE OF MEETING	NO. OF MEMBERS PRESENT	BROAD DECISION	COPY SENT TO R. D. DEPTT.
1.				
2.				
3.				
4.				
5.				

**ACTIVITY INFORMATION REPORT
(VILLAGE LEVEL)**

State _____ Code _____
 District _____ Code _____
 Village _____ Code _____
 Panchayat _____
 Motivator _____ Code _____

1. VISITS FOR INTERPERSONAL INTERACTION :

S.NO.	DATE	HOW MANY PERSONS WERE MET	ACTIVITY DONE
1.			
2.			
3.			
4.			
5.			

2. TRADITIONAL SHOWS

S.NO.	DATE	NAME OF GROUP WHO PERFORMED	ADDRESS OF GROUP	AMOUNT PAID
1.				
2.				
3.				
4.				
5.				

3. SLOGANS

S.NO.	DATE	MODE OF WRITING SLOGANS	REMARKS
1.			
2.			
3.			
4.			
5.			

4. OTHER ACTIVITIES

S.NO.	ACTIVITY	DATE	REMARKS
1.			
2.			
3.			
4.			
5.			

5. Has village level committee been constituted for water supply and sanitation issues. Yes/No.

6. Any other remarkable achievement related to objectives of water supply and sanitation programme.



With support from

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