

REPORT
OF THE REFERENCE COMMITTEE
ON COMMUNITY WATER SUPPLY AND
SANITATION

SAFE WATER AND SANITATION IN THE HIMALAYAS

Communication for Community
Participation & Management:
Four Workshop Experiences

organised by

**NATIONAL DRINKING WATER MISSION
UP VOLUNTARY HEALTH ASSOCIATION
MUSSOORIE GRAMIN VIKAS SAMITI
NATIONAL INSTITUTE OF DESIGN**

with the assistance of
UNICEF

Rajpur, Dehra Dun/Ahmedabad

October 1990, March 1991, March 1992, January 1993

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INTRODUCTION

Development programmes and projects today acknowledge active community participation as an essential prerequisite for achievement — participation that goes beyond tokenism into actual management by communities. Yet the *how* of this need remains relatively unexplored. While IEC (information, education and communication) has become familiar project jargon, concepts of communication often remain rooted in old perceptions of 'mass media' effectiveness and in centralised preparation of media products. Communication as a local and gradual process of behaviour change — a process that involves listening to individuals and communities and then reflecting their needs and aspirations — is a concept still unfamiliar and difficult to explain in a culture geared to physical and financial targets. There have been few opportunities to demonstrate this communication process or to document it. In this environment, the approach of the National Technology Missions has been unique and even revolutionary. They have provided, perhaps for the first time, an opportunity to impact official IEC awareness and action on an unprecedented scale. The National Drinking Water Mission has been part of this thrust. Its modest achievements in IEC planning and implementation are significant in the opportunity they represent to take jargon into demonstration. This report is a summary of a recent experience in the Garhwal hills which brought together many of the prime concerns of the Mission, and most particularly its strategies for more effective community participation. The sequence established here — from problem articulation to IEC planning, acquisition of skills, sharing of experiences and organising for joint action — can give real hope to all who participate in the Mission's innovative approach to working with communities as well as to others sharing similar concerns.

The Mussoorie Gramin Vikas Samiti has been working for many years to improve the quality of life for a group of villages in the Dehra Dun - Mussoorie region of western Uttar Pradesh. Conditions in this region are harsh, and the impact of deforestation has been particularly severe on the life and health of local citizens. The MGVS approached the National Institute of Design for communication support to its activities in reforestation and piped water supply. The Institute shared the Mission's approach to safe water and sanitation with the Samiti team. The idea of a workshop on communication skills to support water, sanitation and environmental awareness grew out of these discussions. The Mission and UNICEF offered whole-hearted support. The Christian Study & Retreat Centre at Rajpur offered its ashram as venue (a hospitality which was to extend to three workshops over three years).

The implementation of this training effort received a jolt when political disturbances disrupted the entire UP

region during October 1990, at the time the first workshop was scheduled. Despite these difficulties, attendance was high. However, most of the NID team was left behind in Gujarat due to curfews and rail transport disruption. Adversity turned to advantage as it became apparent that before communication skills could be absorbed within this group, a much more basic requirement had first to be fulfilled. This was the need to understand the dynamics of community participation, to extend this understanding from participation to actual management of safe water sources, and to place information, education and communication (IEC) activity within a context of self-reliance. The October session led to the development of a 'skill curriculum' relevant to the needs of these NGOs, and to the March 1991 workshop for candidates specially selected for IEC activity. Both sessions also focussed on a variety of related concerns of voluntary agencies and village citizens. These issues had been discussed in October and formed the agenda for an extraordinary 'Open House' session held on 16 March at the conclusion of the skills workshop. The Open House brought together citizens and activists with official delivery systems in an environment of mutual support which, in the last analysis, is the only guarantee toward ensuring that water is safe when it is delivered and when it is consumed.

The experience as a whole has demonstrated the validity of the Mission approach, with its emphasis on community participation and management as prime concerns, and the harnessing of NGO initiative to act as catalyst for this process. The Mission's IEC strategy — of communication as a process of self-reliance, and not merely as the production of media materials — has been vindicated. This has led from a modest training experiment to the continued networking among participating NGOs now taking place following the workshops. This cooperation has already moved well ahead of water and sanitation IEC into other areas of health, education, adult literacy and wasteland development. The integrated approach so essential to the fulfillment of the National Technology Missions is being demonstrated in this small area, although vast problems remain. The NDWM has been accepted as a tool, and not as a crutch. The IEC skill-development strategies, and materials that have emerged, can now be shared well beyond this experiment, with other groups sharing similar concerns irrespective of differences in local circumstances and geography. The ability of such groups to draw strength from each other, with the Mission acting as an umbrella to bring them together, has been clearly demonstrated.

Ashoke Chatterjee (NID)
Coordinator

**COMMUNITY PARTICIPATION & IEC
WORKSHOP
27-29 OCTOBER 1990**

A Report by MGVS

At the invitation of the Mussoorie Gramin Vikas Samiti (MGVS), and with the help of the National Institute of Design, (Ahmedabad), a Workshop for UP hill area NGOs, entitled 'Health Trees, Healthy People', was held at the Christian Retreat & Study Centre, Rajpur, (Dehra Dun), from October 27 to 29 1990. 44 participants representing 29 institutions took part. A list of participants with names and addresses is attached. A second list of NGOs invited, but who for reasons of disturbed road communication in the area were unable to attend, is also attached for information and future reference.

A number of resource persons from the National Drinking Water Mission, UNICEF & NID who had hoped to be present were unable to attend due to disturbed conditions in north India at the time of the Workshop. However, those who were able to attend - Shri Ashoke Chatterjee and Dr J C Srivastava - did an admirable job in leading participants through a very full and useful programme (see below). The emphasis was placed on (i) understanding water, sanitation and forestation priorities in this hill region (ii) articulating local experience in achieving community participation, particularly that of women, as well as problems experienced in this sector (iii) acquiring skills in participatory methods toward better community involvement and effective communication (iv) communication awareness (v) communication planning (vi) issues of technology appropriate to local water and sanitation needs (vii) understanding the roles of the NDWM, CAPART and UNICEF (viii) strengthening networking among NGOs toward water, sanitation and forestation priorities. Workshop participants also include S/Shri S Srinivasan and Pankaj Kumar of the Society for Promotion of Wasteland Development, Shri S Misra of Parbatiya Pariyavaran and Banrakshan Samiti (Pittorgarh), Shri Bihari Lal of Lok Jivan Vikas Bharti (Burdhakedar), and Shri and Shrimati R Rastogi (Rajpur Group). Their inputs provided valuable knowledge and experience on economic, societal and communication opportunities linked to hill societies, ecology and culture.

In a vote of thanks at the conclusion of the Workshop, participants expressed their appreciation to these persons, as well as to MGVS and the Rajpur Centre for arranging and hosting the programme, and to the National Drinking Water Mission and UNICEF for helping to make the Workshop possible.

The group also recorded its keen desire to sustain this beginning of a network of continuing relationships

among UP hill area NGOs, and to follow-up on many of the suggestions and proposals made. A report on Workshop proceedings in Hindi is under preparation. Meanwhile, action can commence on the following issues:

1. Planning a workshop on specific communication skills, as a follow-up to the present workshop: drawing, photography, slide & sound techniques, video, folk media, puppetry.
ACTION: NID, Rajpur Group.
2. Planning a one-day encounter with the National Drinking Water Mission, CAPART, & UNICEF on regional requirements regarding water supply management and on setting up of village people's committees for maintenance by communities (particularly women), water harvesting/conservation technologies (including alternative tank designs & lining methodologies and methods for keeping stored water pure), energy generation and conservation priorities, and improved linkages with state and local water authorities toward the objectives of safe water and sanitation.
ACTION: Shri Chatterjee to liaise with NDWM, CAPART & UNICEF, and to inform MGVS.
3. Need for a training workshop aimed at providing NGOs with specific information about various government projects and programmes and their implementation at local, block and district levels, and how NGOs can help their village constituencies to benefit from the same.
ACTION: NDWM/CAPART advice to be sought by MGVS.
4. Water testing kits to be sent to NGOs whose names were given to Dr Srivastava.
ACTION: NDWM assistance to be sought by MGVS.
5. The holding of 'awareness camps' as suggested by Dr Srivastava, in districts and at places noted by him.
ACTION: NDWM assistance to be sought.
6. Develop communication media on the safe handling of drinking water from 'tap to mouth', appropriate to hill areas, gravity-flow drinking water pipelines, similar to that produced for SWACH in Rajasthan.
ACTION: NDWM/UNICEF/NID assistance to be sought.
7. Develop similar media for sanitary protection of spring catchment areas used in these systems.
ACTION: NDWM/UNICEF/NID assistance to be sought.

8. Develop media on private/public sanitation and the use of latrines appropriate to the UP hills.
ACTION: NDWM/UNICEF/NID assistance to be sought.
9. Develop low-cost latrine technology appropriate to the hills. ACTION: NDWM/UNICEF/NID assistance to be sought.
10. Developing and implementing patterns of community involvement and participation in the management and maintenance of hill area pipelines, with the possible training local women 'plumbers' similar to women mechanics in the SWACH project.
ACTION: NDWM/UNICEF/NID assistance to be sought.
11. Approach CAPART for advice and assistance in the following areas:
 - a) Hold training camps in the area at two levels - one on project formulation and how to get started, the other on management and marketing.
 - b) Provide information on plastic linings for low-cost rainwater catchment tanks and assistance in procuring the same.
 - c) Provide information on the treatment and purification of rain catchment water for safe domestic consumption.
 - d) Assistance in obtaining solar panels for powering electric fences to protect field crops from predators.
 - e) Assistance in developing mule power for plowing, as well as cartage, to be able to replace oxen with mules in order to reduce the hill area cattle population.
12. Liaise with National Wasteland Development Board and SPWD regarding these immediate needs:
 - a) Specific information on trees appropriate to hill area plantations and on preparation and management of nurseries for this purpose.
 - b) Guidance and help in identifying, and obtaining permission for the use of, public or common land for tree planting.
 - c) Help in preparation and distribution of information/graphic materials on fodder forest (oak primarily) preservation and regeneration
13. Sustain the experience of the Workshop through planning a network of exchange between hill NGOs toward sharing experiences and information.
ACTION : MGVS, other NGOs.
14. A list of participants with addresses, and addresses of other area NGOs to be sent to all participants, and to all other NGOs, along with copies of this report.
ACTION : MGVS
15. A list of names and addresses of participating National Technology Missions, and other related agencies, to be sent to all area NGOs, along with summary lists of the kinds of assistance and support available from them.
ACTION : MGVS
16. Develop a 'self support' marketing network for the exchange of goods and crafts produced in various NGO programmes; e.g wool items from Budha Kedar; ringal products from Dharamkot.
ACTION : Participating NGOs.
17. Exert collective pressure on government to increase payment to balwadi teachers from Rs.200 to Rs.500 with better training.
ACTION: Participating NGOs.

Robert C Alter
Mussoorie Gramin Vikas Samiti

THE OCTOBER WORKSHOP EXPERIENCE

A Note for the Record by NID

1. This note attempts to supplement the report circulated by the Mussoorie Gramin Vikas Samiti on the communication workshop held in Rajpur between 27 and 29 October 1990.
2. The large turn-out despite enormous social tension and disruption of communication and services in Uttar Pradesh indicated a high level of commitment toward sharing and networking amongst NGOs in this area.
3. The NID design team which was to impart hands-on communication skills could not reach Dehra Dun because of curfew and rail disruption between Gujarat and UP. This required a last minute and major change in workshop content. In some respects, this may have been just as well. The majority of those who attended were not the individuals who were personally in need of design skills. They were largely NGO leaders, whose major need was sensitisation to the communication process and its links with community participation, and the ability to formulate communication plans in support of team objectives. The workshop was re-worked towards reviewing local experience in community participation and sharing the NDWM's past experience as well as its future plans in the context of Safe Water 2000. Communication awareness and communication exercises were then conducted to sensitise participants and to enhance their ability to articulate communication priorities, design messages and plan communication programmes. Participants were encouraged to recognise communication planning as an essential step toward successful programme planning, and to identifying particular communication needs and skills relevant to their activities. Participating NGOs were also able to identify members of their teams who would benefit from specific hands-on skill training. It is now intended to take this up as a second phase, with an intensive one-week skill-development session for such identified volunteers from hill NGOs. These skills would include inter-personal abilities, drawing, photo-documentation with inexpensive cameras, development of simple slide presentations and other audio-visual aids, puppetry, drama, selective use of video and sound-recording as aids to community participation and training, as well as the ability to adapt centrally-produced material (by state and central governments, UNICEF etc.) to local needs.
4. It may be useful to review the Rajpur discussions in several separate areas of problem-solving of concern to the Mission:

a) Attitudes towards Government services

Discussions revealed a familiar pattern in community attitudes towards Government's role in water and sanitation. As one participant put it, "Government has made us all so helpless over the years, that we have been sapped off all self-awareness and ability at self-help". Water supply and the maintenance of pipelines (the handpump is uncommon in the hills) is seen as Government's sole responsibility. Neither the community nor local water authorities stress maintenance. Breaking pipelines when problems occur, so as to find immediate solutions to local problems, is a common occurrence. 'To steal from government is not really stealing' is a widespread attitude. In addition, the belief is widespread that water and sanitation programmes are part of a thekedari (contracting) system designed for the profit of the local power structure. Destruction and stealing from such enterprises is interpreted as a practical means for distributing benefits more evenly. Disunity and apathy are compounded by problems of caste and the low status of women. Where community participation works, it is in the setting up of hardware (such as the MGVS experience with piped water supply). It collapses when it comes to maintenance, and individuals are reluctant to invest in sustained community action. The attitude remains that it is government's duty to provide water at one's doorstep. Government functionaries 'always' blame villagers, while villagers blame Government for 'not listening'.

b) Linkages with Government functionaries

Of the participants, only four voluntary agencies had been in direct contact with the UP Jal Nigam. (The UP Jal Nigam was informed of the workshop, but did not attend. Efforts at contacting them proved unsuccessful). These contacts have focussed on problems of short and irregular supply, leakage, permission to take pipelines over government property and (above all) maintenance problems. There was considerable enthusiasm for a Mission-assisted opportunity for inter-face between voluntary agencies and the UP Jal Nigam, possible through a one-day encounter organised at a central location (possible, in Dehra Dun through the good offices of the MGVS).

c) The situation of women

For local women, it is a 16-18 hour day of drudgery (including fetching of water from distant sources) which makes their participation in community action difficult and impractical. The migration of males and high illiteracy leaves women demoralised and open to exploitation. Conflicts among women is a common experience.

d) 'People's Committees'

Discussion on the NDWM recommended strategy for participation through people's committees revealed that local panchayats are seldom charitably disposed towards parallel committees. Mahila mandals and yuvak mandals, initiated by voluntary agencies as sub-committees of panchayats, may be an acceptable alternative. Much will depend upon the credibility of the voluntary agency which undertakes the catalyst role, and its ability to secure cooperation by involving men-folk, pradhans, sarpanches and other opinion-leaders at meetings of WS committees. Mahila mandal/yuvak mandal committees must be helped to accept responsibility for water and sanitation, which implies a need for training and motivation for both NGOs and the communities they serve. NDWM is seen as the source for such HRD. Dr J C Srivastava challenged participants to indicate which of them would be willing to organise 2-day awareness camps toward such WSS committees. He suggested that such awareness camps must cover local residents (particularly women), leaders as well as the district water and sanitation functionaries. The voluntary agencies should identify two camps per district (considering the nature of the region and the terrain), and identify problem villages which should be the specific target for such a thrust. Those who agreed to host an awareness programme with the support of the Mission include the Parvatiya Pariyavaran Samrakshan Samiti (Pithorgarh), Lok Chetna Manch (Rambagh), Subham Karoti (Pauri Garhwal), Uttar Khand Jan Jagruti Sanshan (Tehri Garhwal), Lok Vikas Parishad (Chamoli) and MGVS (Mussoorie).

e) Health issues

These include widespread stomach disorders, skin disorders (due to particularly to inadequate water supply for bathing), the near-total absence of public health staff in remote areas (participants mentioned villages never visited by government functionaries), iodine deficiency, anemia, polluted streams (through defective washing and defecating practices), inadequate knowledge and technology (on safe-water storage practice, water purification techniques and ORH), as well as problems of animal illnesses which often rank above human illnesses in terms of community concern and priority. Awareness of personal sanitation (with specific emphasis on the development of household latrines) is a major priority. Information on technology and finance for such latrines is essential, while community toilets are seen as less relevant to hill communities.

f) Maintenance of pipelines

Participants reported that some government-laid pipelines have been 'dead' for more than four years. The absence of inspection visits by government functionaries in these difficult areas was a constant refrain. This problem gets more serious as altitude, and thus inaccessibility, increases. Delivery of water by truck to remote hill areas is not uncommon in May and June. Maintenance is thus the major issue here, compounded by poor construction by contractors who disclaim any responsibility for maintenance. Often the local pradhan is the contractor, thus bringing maintenance problems directly into social and community relations and tensions within the village. Theft of pipeline materials is common and socially acceptable. Lack of technical know-how in organising and implementing maintenance work is compounded by the absence of low-cost technologies which these NGOs believe are not propagated because they are less attractive to the contractor/pradhan syndrome. Other problems include the faulty decisions in locating pipelines (often according to monsoon flows, which can be misleading), and blockage because water is not filtered at the source.

g) Communication

These needs include (i) training aids on how to build and use a low-cost household toilet (ii) motivational materials to encourage private latrines (iii) a video aid on water and sanitation geared to the particular demands of hill communities (iv) supply of UNICEF WSS flash-card sets to NGOs who have requested copies, as well as other UNICEF material on WS available in Hindi, other than handpump aids (v) strategies to encourage healthy families to share their experiences.

h) Role of NGOs

Participants suggested that there was a major need for the NGOs to demand as much of the communities they serve and of government systems. This includes a better understanding of what community participation is all about and how to organise it, the ability to reach and re-educate opinion-leaders in village communities, to harness the support and participation of intellectuals and to tap the vast resource of talent which hill people represent, to project the role of women (particularly mothers) more effectively in their programmes, and to promote an attitude of mutual support rather than confrontation with government functionaries. The basic factor in all of this was recognised as a stronger attitude of self-reliance,

based on the ability to articulate priority problems (through the development of local plans, facilities and linkages) which reflect a multi-sectoral approach because the environment is accepted as the basic constraint and challenge. They suggested these immediate actions in support of the Workshop's deliberations:

- i) Training through the NDWM on pipeline maintenance
- ii) Training by NDWM and CAPART in low-cost technology for water-harvesting and conservation (including roof-water harvesting, information on how to keep stored water pure, and technical clearance of existing practices such as the use of bitumen to line drinking water tanks).
- iii) Specifications for plastic lining materials for rain water storage tanks (from CAPART or IPCL).
- iv) Visits by women's teams to the SWACH project so as to understand and motivate them towards more active WS participation.
- v) Development of project evaluation indicators on the PROWESS model, and training NGOs in their use.

i) **Trees**

The multi-sectoral approach is essential to WSS

efforts in this region because the central issue throughout this Himalayan belt is the tree. Unless forests are protected, no WSS approach can succeed. Therefore, there is a need for a clear linkage with the Forest Department and wasteland development efforts. National Wastelands Development Board could not attend the workshop because of disturbed conditions, but it indicated the areas in which they sought a response from participants. This is being provided in a separate note to the Board. In addition, the participation of the Society for the Promotion of Wastelands Development (SPWD) suggested one area in which the water and wastelands Missions can work closely.

ii) **Economic Opportunity**

The development of a wider range of economic opportunities was seen as essential to the future development of the hill regions. Small and cottage industries play an important role here, and a range of product development needs (including weaving, wood craft, sericulture, cane development and wool) came up for discussion. Separate notes have been prepared in this regard for CAPART and for NID.

Ashoke Chatterjee

cc : Shri G Ghosh, NDWM, New Delhi
cc : Shri M Akhter, UNICEF, New Delhi

Community Participation & IEC Workshop, October 1990

Programme

Day 1 Saturday 27 October

Time	Event	Speakers/Resource Persons
10.00 am	Introduction to Workshop Objectives	MGVS: P D Sham Rao, R C Alter
	National Drinking Water Mission: What it is, what it does, why communication is a prime concern of the Mission Communications: The NDWM Experience	NDWM: Dr J C Srivastava Ashoke Chatterjee Ashoke Chatterjee
	The International Drinking Water and Sanitation Decade (IDWSD): What happened/ What should have happened	
11.15 am	Tea	
11.30 am	Group activity Two case studies Group presentations	
01.00 pm	Lunch	
02.20 pm	What Rural Communities think and do about water and sanitation : UNICEF "KAP" Study	UNICEF
04.00 pm	Tea	
04.00 pm	SWACH: A video presentation of the Udaipur experience	NDWM
	The National Drinking Water Mission & Community Action: Experience and Policies	Dr J C Srivastava

Day 2 Sunday 28 October

09.00 am	Group Activity : Attributes for good community participation. (Exercises developed by PROWWESS,UNDP)	MGVS/NDWM
11.15 am	Tea	
11.30 am	Group Activity: Planning a communication strategy : How can behaviour change? (Exercises developed by UNICEF)	NDWM
01.00 pm	Lunch	
02.30 pm	'Working with the System': Discussion on issues suggested by NDWM, UNICEF CAPART - Technology	Dr J C Srivastava Ashoke Chatterjee

- Community Participation
- Voluntary Action
- Environmental Issues
- Energy Challenges
- Finance

04.00 pm

Tea

04.15 pm

Water and the Environment

NDWM

Presentations by SPWD & CSE (New Delhi)

SPWD & CSE

Audio-Visual lecture

Dr J C Srivastava

Day 3

Monday 29 October:

09.00 am

Communication Planning: Group
Presentations

Ashoke Chatterjee

11.15 am

Tea

11.30 am

Innovating Media: Theatre & Puppety
for Social Action

Rajpur Groups: Jagdish and
Florence Rastogi

12.30 pm

Finalising Workshop Responses to NDWM,
UNICEF, and CAPART

1.00 pm

Lunch

2.30 pm

'What Have We Learned?' Workshop recommen-
dations for future action.

'Where Do We Go From Here?' Workshop follow-up through training and networking toward communication skills, technology access, community participation, women's empowerment, interface with Government agencies and UNICEF, networking with each other.

04.30 pm

Tea

04.45

Valedictory Session

COMMUNITY PARTICIPATION & IEC WORKSHOP, OCTOBER 1990 : PARTICIPANTS

U P Hill Area

Society Addresses	Participants
1. Berinag Gram Swarajya Mandal P O Kandy, Berinag Pithorgarh, U P	Devikanandan Pant
2. Bhawan Health Centre Project Landour Community Hospital Landour P O, Mussoorie, U P	James Pradhan Anand Sing
3. Gramin Jan Sewa Samiti P O Udiyari, Berinag Pithorgarh, U P 262531	Madhu Sadan Girish Verma
4. Himalayan Inland Mission (HIM) Lancer Lodge Landour, Mussoorie 248 179, U P	Monk Chand Mrs P Singh Satyender Singh
5. Lok Jiwan Vikas Bharati Budha Kedar, P O Thati District Tehri Garhwal, U P 149 155	Bihari Lal
6. Mussoorie Gramin Vikas Samiti (MGVS) Oakville, Landour P O Mussoorie, UP 248179	R C Alter Saroj Daniel
7. Lok Mangal (Km Amita Kandhari, Secretary) 39 Rajpur Road Dehra Dun U P	Purnima Luke P D Sham Rao Surender Sherring Arun Singh Surender Singh Sushil Singh
8. Lok Vikas Parishad Lokgram (Shri S P Ajad, Secretary) P O Ladoli, Distt Chamol, U P	S P Ajad
9. Organisation for Prosperity Education & Nutrition (OPEN) (Mrs Madhu Singh, Director) 71/4 Nashville Road Dehra Dun, U P 248 001	Soloman Gyan Madhu Singh
10. Parvatiya Pariyavaran Sanrakshan Samiti (Sadan Misra, Secretary) Himdarshan Kuteer, Dharamghar P O Dharamghar Pithorgarh, U P 262 571	Sadan Misra Shobha Vidyarthi
11. Service for Health & Rural Educaton (SHARE) (Mrs G Hawthorne, Director) Redburn View Landour P O, Mussoorie, U P 248 179	Altar Singh
12. Society for Integrated Development of Himalayas (SIDH) (Pawan K Gupta, Director) Hazelwood, Landour Cantt Mussoorie, U P 248 179	Surender Pundir
13. Society for Motivational Training and Action (SAMTA) P O Chakrata Dehra Dun, U P 248 123	K S Chauhan S S Chauhan

14. Spread International (SPREAD) (Tony Malik, President) Ellengowan Landour Cantt Mussoorie, U P 248 179	Tony Malik Ruth Malik
15. U P Voluntary Health Association (UPVHA) (J M Singh, Regional Director) 20, Haridwar Road Dehra Dun, U P	Aranad Singh
16. Uttarkhand Jan-Jagruti Sansthan (Pratap Singh, Director) Khadi Jajal, Jagriti Bhawan P O Jajal Tehri Garhwal, U P 248 175	Pratap Singh

Other Institutions

17. National Institute of Design Paldi Ahmedabad, Gujarat 380 007	Ashoke Chatterjee
18. National Drinking Water Mission (Shri Gourisankar Ghash, Mission Director) Krishi Bhavan New Delhi 110 001	Dr J C Srivastava
19. Rajpur Group 219 Rajpur Road Rajpur, Dehra Dun, UP	Jagdish Rastogi Florence Rastogi
20. Plastic Litter Control Group Homestead Landour P O Mussoorie 248 179, U P	Devika Singh
21. Society or Promotion of Wastelands Development (SPWD) (Shri V Easwaran, Executive Director) 1 Copernicus Marg New Delhi 110 001	Pankaj Kumar Sudarshan Srinivas
22. UNNATI Organisation for Education Development (Benoy Acharya, Director) 5-A, Ashokvadi, Apartment 12 Panchvati, Ellisbridge Ahmedabad, Gujarat	Keshav Prasad Sharma

Other U P Hill Area NGOs

1. Chirag
Dr Abhijit Dass, Project Director
Sitala, Nr Mukteshwar
Kumaon, U P 263 138
2. Christian Academy for Rural
Welfare and Evangelism
Post Box 5, Kotdwara
Garhwal, U P 246 149
3. Disha Social Organisation
P O Chiltan
Via Sultanpur,
Distt Dehra Dun
4. (ERA), Experiment in Rural Advancement
P O Pulla
Via Lohaghad
Distt Pithorgarh, U P
5. Gramin Vikas Hetu Emmanuel
Masihi Samiti, C/O Arjun Singh Rana
Village Pahenia
P O Khatima
Distt Nainital, U P 262 308
6. Hill Employment Labour
Production Academy (HELP)
Dr Karan Kuman, Jyotsna Bhawan
Upper Chopra
Pauri, Garhwal U P 246 001
7. KARMA
Post Office Chokori
Distt Pithorgarh, U P
8. Medical Ambassadors
194 A/1, Rajpur Road
Dehra Dun, U P
9. Shri Kunwar Singh (Pradhan)
Gram Sabha
Sainji (Nr Kempt Falls)
Distt Tehri Garhwal, U P
10. TUSHAR
Mrs Suwarna Mall
Manduwala, P O Prem Nagar
Distt Dehra Dun, U P
11. TICH, Training Institute for
Community Health
Edenfall
Landour
Mussoorie, U P 248 179
12. Jan Vikas Sansthan Sumari
Shri Tulsi Ram, Director
Office at Chirbatiya
P O Jakholee
Distt Tehri Garhwal, U P
13. B N St Mary's Hospital
P O Gansali
Distt Tehri Garhwal, U P
14. Uttaranchal Development Institute
(The Secretary)
Banbassa
Distt Nainital U P, 262 310
15. Bhuaneswari Mahila Ashram
(Shri R Cyril)
P O Anjanisain
Distt Tehri Garhwal, U P
16. Gomuti Prayag Jankalyan Parishad
(Shri Madhava, Administrator)
P O Dungalwali
Distt Chamoli, U P 246 446
17. Lok Chetna Manch
(Shri R S Negi, Secretary)
P O Ranibag
District Nainital, U P
18. Jansewa Sansthan
(Dr B C Bhattm, Hony Secretary)
Village & P O Kathpuria
District Almora, U P

COMMUNITY PARTICIPATION & IEC WORKSHOP: OCTOBER 1990

Note on Resource Institutions

NATIONAL DRINKING WATER MISSION

Krishi Bhavan
New Delhi 110 001

Launched in 1986, as part of the Dept of Rural Development (Ministry of Agriculture) to accelerate Government action to cover all villages with at least one source of safe drinking water. The Mission works through state and local government institutions toward integrating scientific and technological approaches with community awareness, participation and action. Networking with voluntary agencies and other NGOs is a major component of NDWM strategy. The Mission seeks partners in dissemination of technology, stimulating community participation (particularly of women) and community responsibility, and awareness of the health and sanitation factors essential to keep 'safe water' safe. NDWM support to NGOs includes training opportunities communication supports, technology sharing and support to specific NGO activities linked to safe water and sanitation, water conservation and harvesting, and community involvement.

CAPART

The Council for Advancement of People's Action and Rural Technology (CAPART) was set up in 1986 to encourage, promote and assist voluntary action toward rural development and prosperity. CAPART funds programmes of rural development, including the development and spread of technologies appropriate to rural need, stimulation of employment and income-generating activities (particularly among women), and exchange of information and experience. Recent priorities include marketing supports to craft and village industry development. CAPART is under the Ministry of Agriculture.

UNICEF

UNICEF House
73 Lodi Estate
New Delhi 110 003

The United Nations agency concerned with the health and welfare of children and mothers. Water supply and sanitation, immunisation, literacy and protection of children's rights are major priorities. UNICEF India is a major supporter of the NDWM' programmes. Communication awareness is an essential component of UNICEF's thrust toward promoting community

participation in health and sanitation programmes. UNICEF believes that women's empowerment must play a major role in future plans and their implementation. It works closely with NGOs throughout India, to support programmes which serve and protect children and mothers.

NATIONAL WASTELANDS DEVELOPMENT BOARD

Pariyavaran Bhavan
C G O Complex
Lodhi Road
New Delhi 110 003

Wasteland development is one of the societal Missions undertaken by the Government of India. NWDB is the catalyst for this programme. It works closely with NGOs toward regeneration of wastelands, protection of trees, dissemination of technology and information, and promoting communication strategies that can support these efforts. NWDB is part of the Ministry of Environment.

SOCIETY FOR PROMOTION OF WASTELANDS DEVELOPMENT (SPWD)

Shriram Bharatiya Kala Kendra
1 Copernicus Marg
New Delhi 110 001

Since its inception in 1982, the activities of the SPWD have been growing every year in range and depth, in a variety of degraded and under-utilised land situations. In October 1989, the Society was associated with nearly twenty local organisations, almost all non-government, in demonstration projects in about 45 districts in 10 States. Its association with the voluntary agencies and the communities concerned in the planning, formulation and implementation of these projects in all their social, economic and technical dimensions has been instructive and rewarding, whether the efforts were attended with success or not.

NATIONAL INSTITUTE OF DESIGN

Paldi, Ahmedabad 380 007

India's national institution for design training and awareness, NID trains young professionals for careers in industrial design and communication design. It also renders service to clients at all levels of industry and communication, as well as through design research and extension training facilities. NID is consultant to UNICEF and the NDWM on communication supports toward safe water and sanitation targets.

COMMUNICATION SKILLS WORKSHOP: 10-16 MARCH 1991

Programme Objective & Methodology

- 1.1 The Communication Skills Workshop held in Rajpur between 10 and 15 March and the Open House on water supply and sanitation (WSS) issues held on 16 March (with the participation of NDWM Director, UNICEF and the UP Jal Nigam) were the second and third phases in a three-phase information/education/communication (IEC) experiment conducted with the cooperation of voluntary agencies in the Garhwal hills. The first phase was a 3-day workshop, conducted in October 1990, on community participation and the role of IEC in creating the awareness essential to sustained participation (page 2). There were 44 participants in this first phase, representing 29 NGOs in the UP hill area, with concentration on the Garhwal hills. For the second phase, NGOs were asked to nominate those field workers who required hands-on communication skills. Some 14 NGOs responded, and there were over 20 participants (page 18) in the six-day programme. On the seventh and final day, almost 60 other participants (page 21) joined for the open session with the NDWM Director and other officials.
- 1.2 The objective of these programmes was to achieve (a) an appreciation of the need to plan community management and participation (b) an acceptance that it is community participation/management (and not media products) which must be the focus of IEC efforts and the criterion for evaluating IEC investments (c) acquisition of those basic communication skills which can enable field workers to strengthen their self-confidence and interpersonal communications abilities, innovate their own materials and techniques for field use, adapt to local needs centrally-produced material (e.g. WSS visual aids featuring the handpump being converted to suit piped-water situations relevant to hill areas) and (d) to help strengthen the networking between local NGOs toward future IEC efforts.
- 1.3 These objectives appear to have been met, judging from the IEC work that is proceeding now in the area, independent of outside help. Perhaps the most significant outcome has been the sharing of human resources and the pooling of experience, leading to the establishment of both formal and informal networks of mutual support. These have already extended beyond WSS into other areas of priority concern. This network is now assisting a follow-up of the agenda for cooperative action that emerged from the October and March sessions. In addition, one of the participating NGOs has initiated an effort to bring a larger number of voluntary agencies, individuals and other institutions working in the hills together in order to extend this network and to sustain and strengthen it. Another agency (UP Voluntary Health Association) has volunteered to act as coordinator for the group and help ensure follow-up on action planned.
- 1.4 The original programme for the Communication Skills workshop (page 16) proposed that after a general introduction to media, the participants would divide into groups for media specialisation according to their preference. This did not happen. All participants seemed to want exposure to all media possibilities which NID could demonstrate. Therefore a revised programme was constructed to accommodate this response. This had both positive and negative aspects. While providing all participants with an introduction (as well as some hands-on experience) to particular media, it did not permit as significant a raising of skills during a six-day programme as would have been possible with smaller numbers and greater concentration. There is a dilemma here. Few NGOs can spend more than a week at training programmes of this kind, and a week is not enough for skill transfer without a very concentrated programme. The answer may be to utilise such opportunities for a general introduction (as seems to be the need) through exercises which introduce participants to hands-on skills, and then to identify individuals who would benefit from more intensive training as a second phase. Arrangements for such training could then be undertaken through the extension programmes of cooperating institutions such as NID. (This facility has been offered by NID to participants in the MGVS experiment).
- 1.5 The content of the media training programmes are summarised on the following pages. It is hoped this summary will assist efforts of this kind by the Mission and others. An important component of future programmes must be sustained contact as a follow-up with participating NGOs and individuals, in order to evaluate the practical application of the training imparted. This is essential at least for the initial pilot experiments. In this case, participants have requested to NID to organise a future get-together at which they could bring together the applications which they have made of their new skills over several months at a one or two-day session of review and refinement.

Curriculum

2.1 Drawing

This skill exercise commenced with basic grounding in drawing techniques through paper-and-pencil exercises. Participants were asked to communicate, through a sketch, the drinking water situation in their village. The results were displayed and discussed. This group critique helped provide a sense of confidence to those who felt they were incapable of drawing, and led to the second exercise in basic techniques of line drawing with a pencil. Other tools were introduced, including felt pens, crayons, oil pastels and brushes with poster colour. Participants were next asked to use coloured paper and brushes to communicate once again the present situation in their village as well as the ideal safe-water situation which they would recommend for their community. The results provided a second opportunity to share experience, gain confidence and to grasp in a practical way that each field worker is capable of using drawing to communicate more efficiently at both interpersonal and group levels. They were also able to demonstrate an ability to supplement mass-produced media materials which may not always be wholly relevant to local situations. In this exercise, participants were initially inspired by UNICEF - prepared flip charts. These deal primarily with handpump situations not relevant to the hills. The participants supplemented the UNICEF aids with posters reflecting their context of piped-water supply. (Instructor : N N Patel, Graphic Designer, NID)



2.2 Photography

From drawing, the workshop moved to basic photography skills. Simple Hot-Shot cameras, now readily available at a price most NGOs can well afford, were utilised. The first exercise used subjects in and around the ashram setting which related to water and sanitation. These efforts were quickly processed and put on display and discussed in terms of communication strengths and weaknesses. The second exercise focussed on lighting and composition aspects. Participants were introduced to an understanding of

central elements in picture-taking, their selection and placement. This led to the next field exercise around Rajpur and in a village near Mussoorie. The results of this learning were again put up for display and analysis. Basic camera care as well as some understanding of more sophisticated equipment was also made available.

*Photography by a participant
(Faculty : S C Sharma, Photographer, NID)*



2.3 Model-making

Using waste and scrap material available in the local environment, the model-making exercise was used to demonstrate how this technique can be a powerful aid to communication through three-dimensional aids. Its particular use in communication of technical information was highlighted by using subjects such as latrine construction, water harvesting and conservation techniques and environmental sanitation. Cardboard, used match-boxes and cigarette containers, newspapers, magazine illustrations, string, cloth and other wastes materials were utilised. The versatile potential of waste thermocole (a common packaging material) and its manipulation by the use of razor blade, sand paper and heated wire were demonstrated. Plaster-of-paris techniques (with knife and sand-paper) and paper maché usage were also offered. Using local clay and twigs, participants made models of village water storage and harvesting situations, for use as a



training device. Such models were then utilised for group discussions with local citizens to help articulate water and sanitation problems in the area around the ashram. This helped to test and demonstrate the effectiveness of 3D models and to provide confidence to those who were making such aids for the first time.
(Faculty : S Balaram/S C Sharma/N N Patel, NID)

2.4 Simple Audiovisual Techniques

Participants were introduced to the range of projection slides which can be made by using glass (coated with candle-soot or by using glass markers, coloured pens and posters colours). The use of such simple slides with available projectors was also demonstrated. Slides were also made of waste plastic and paper mounts, easily available at photography shops. Participants made their own slides and slide-shows using these inexpensive techniques. The problem of projection in areas where electricity supply is uncertain was reviewed. The possibilities of solar projectors were discussed (NID intends to create a prototype which these groups can then make from locally available resources).

With overhead projectors now in common use, participants were shown how to use PVC sheet and felt-pens for effective class-room type demonstration. The use of overlap sheets, cut-outs for animated displays, and projection of actual objects (such as leaves, insects etc) were demonstrated as effective training aids which can be quickly innovated where such facilities exist.
(Faculty : S Balaram/S C Sharma/N N Patel, NID)



2.5 Audio Technology

Using available recorders and cassettes, participants composed their own songs and learnt how to make effective recordings, and to integrate their use with other performing arts. (This exercise utilised the NDWM nautanki script as its base).
(Faculty : S C Sharma, NID)



2.6 Performing Arts

With the help of the local Rajpur Group of performers, participants were introduced to a variety of street-theatre techniques which could utilise village resources and talent. The group adapted the NDWM nautanki to the Garhwali dialect and to local cultural idioms, creating additional songs and slogans to relate its message more directly to hill audiences. Script-writing, performance techniques, make-up and the preparation of costumes and properties from everyday materials were demonstrated and practised, utilising the NDWM script as a base. A group choral exercise led to the composition of songs specific to water sanitation issues. A local puppet group, SAMTA of Chakrata, was invited to demonstrate its range of puppet-plays featuring local issues of health and social/political situations linked to the struggle for a better quality of life in hill villoges.
(Faculty : Jagdish & Florence Rastogi, Rajpur Group (Dehra Dun), S C Sharma, NID and SAMTA, Chakrata)



Video

Basic portable VHS equipment was provided by NID to assist an introduction to video techniques and to help de-mystify its technology. Each participant had an opportunity to handle video equipment for exercises in white-test, focussing, image size, composition, camera movement (panning, tilting, zooming in, zooming out). Using the 3-D models they had created as an earlier exercise, participants were encouraged to 'animate' these models on camera. After analysing their work, the group was introduced to video documentation, through coverage of a dialogue between Workshop participants and local village residents at the neighbourhood tea shop. There, posters and models prepared during the Workshop were discussed with local citizens and their reactions recorded on camera, as a tool to assist further community participation. Evening sessions were held throughout the week, utilising a range of health, education and training material created by NID and other agencies in video, sound and print. These media-appreciation sessions demonstrated the range of media possibilities, the potential of particular media as well as their limitations, and the importance of relating all choices to local and specific situations as well as to inter-personal skills.

(Faculty : S C Sharma, NID)



Open House

The first phase of the workshop in October had raised issues affecting the quality of social mobilisation which were of concern both to participating NGOs and to the Mission. These included citizens' attitudes towards government services and public facilities, problems faced in dealing with official delivery systems, the quality of linkages between NGOs and government functionaries, special problems of technology transfer (including relationships with CAPART), the need for strong networks of mutual support among NGOs, and the particular problems of hill women in WSS management. In response to these concerns, it was decided to hold, as a final phase to the Rajpur workshops, an open session which would bring NGOs and village residents from Garhwal area together with NDWM management and representatives of CAPART, U P Jal Nigam and UNICEF, as well as with local functionaries in health and adult education services.

Some eighty participants took part in the one-day finalé on 16 March. Mission Director Gourishankar Ghosh chaired the session and with representatives of the U P Jal Nigam and UNICEF, reviewed a large number of issues in a session marked by frankness and a strongly constructive spirit. The agenda include priority concerns in drinking water, sanitation, health awareness and services, and adult literacy (Page 20). This was also followed by a communication addressed to the Director of CAPART by representatives of the voluntary agencies present. The outcome of the day-long meeting has been summarised in a communication to the Mission Director from Workshop Coordinator Ashoke Chatterjee, (Page 22). A major development at the session was the decision by the participants to sustain the network that had emerged through the October and March workshops. The U P Voluntary Health Association offered to act as coordinator on the group's behalf, with MGVs assistance. A follow-up to the 16 March session was scheduled.

**COMMUNICATION SKILLS WORKSHOP
MARCH 1991**

Original Programme

Sunday, 10 March preparatory review	NID Resource Group and MGVS Coordinators meet for Introduction to Workshop objectives - MGVS/NID
Monday, 11 March	'What is Dirty Water?' A group activity Tea Break 'What is Dirty Water?' Group presentations Lunch Communicating health issues: the NDWM experience Family welfare in Rajasthan: an NID experience Tea break Design Skills: drawing. A confidence-building exercise, followed by a presentation of this first exercise Dinner Post-dinner meeting: Group formation for workshop skills (drawing, photography, model making and performing arts)
Tuesday 12 March	Presentation by participants of major communication issues/needs in their experience/area Tea break Presentations continues Lunch Group work (activities by skill groups, under the direction of NID group leaders; group work will be planned to reflect field needs)
Wednesday, 13 March	Field group work continues (direction: NID group leaders)
Thursday, 14 March	Presentation of communication efforts by each group Tea Break Group presentations continue Lunch Performing arts exercise (direction: Rajpur Group)

Friday, 5 March

Video documentaton: a general demonsration, utilising video footage prepared by NID on previous four days' experience, plus other NID/UNICEF & NGO-made materials

Tea Break

Video presentation & discussions continue

Lunch

Open Session

Saturday, 16 March

'Khula Manch: Water & Sanitation Issues in the Hills' - An exchange with the National Drinking Water Mission Director, Gourisankar Ghosh & his NDWM colleagues, UNICEF, CAPART, UP Jal Nigam, NID .Future strategies for hill NGO networking.

Lunch

Presentation to NDWM, on Workshop output

Summing up: Where do we go from here?

Valedictory Remarks:

Shri Gourisankar Ghosh

Shri Robert C Alter

COMMUNICATION SKILLS WORKSHOP

MARCH 1991

Participants

Christian Study & Retreat Centre
Rajpur Dehra Dun 248 009 U P

P D Sham Rao

Grameen Shiksha & Swasthya Sewa (SHARE)
Redburn
Landour P O Mussoorie 248 179, U P

Rajkumar

Himalayan Inland Mission
Lancer Lodge
Landour Mussoorie 248 179, U P

David Singh
A S Waskar

Lok Jeevan Vikas Bharati
Budha Kedar, P.O Thati
Tehri Gharwal 149 155, U P

Vachaspati Nagwan
Vasu Devi

Mahila Navjagran Samiti
Block Road
Chamba, Tehri Garhwal U P

Vipin Chand Raturi

Medical Ambassadors
53/12 Rajpur Road
Kamal Kunj Dehra Dun U P

Simon Chand

Mussoorie Gramin Vikas Samiti (MGVS)

R C Alter

Oakville

Surendra Sherring

Landour P O Mussoorie 248 179, U P

Arun Singh
Surendra Singh
Sushil Singh

Organisation for Prosperity Education (OPEN)
71/4 Nashville Road
Dehra Dun 248 001, U.P

Vijay Pal

Peoples Science Institute
252 Vasant Vihar Phase I
P O New Forest, Dehra Dun 248 006 U P

Salil Kumar Das

Rajpur Group
219 Rajpur Road Dehra Dun 248 009 U P

Rajeev Oberoi

Shri Bhuvaneshwari Mahila Ashram

Rampal Bisht

Anjanisain P O Tehri Garhwal U P

Society for Integrated Development of Himalayas (SIDH)
Hazelwood, Landour P O Mussoorie 248 179, U P

Surendra
Pundeer

UNNATI
Organisation for Development Education
Payal Park Society, Satellite Road
Ahmedabad 380 015, Gujarat

Keshav Prasad Sharma

Uttarkhand Jan Jagruti Sansthan
Khadi Jajal
P O Jalal Tehri Garhwal 248 175, U P

Kumari Sarla Rautela
Pratap Shikhar

Observers

Pawan K Gupta
SIDH, Mussoorie

Anuradha Joshi
SIDH, Mussoorie

Marcus Munch
Pacific Institute
Berkeley, California
U S A

Smriti Nivedita
Freelance script-writer
Bombay

Sudarshan Srinivas
Society for the Promotion of Wasteland Development
New Delhi

Resource Persons

National Drinking Water Mission

Dr J C Srivastava

Department of Rural Development
Government of India
New Delhi 110 001

National Institute of Design
Paldi
Ahmedabad 380 007
Gujarat

S Balaram
Ashoke Chatterjee
Suresh C Sharma
Narayan N Patel

Rajpur Group
219 Rajpur Road
Rajpur
Dehra Dun 248 009, U P

Jagdish Rastogi
Florence Rastogi

LIST OF WORKSHOP MATERIAL

Items Qty	Unit
1 Ordinary drawing paper (already cut or to be cut)	40 sheets
2 Brown paper	40 sheets
3 Oil pastel colour	40 sets
4 Sketch pens	12 sets
5 Poster colour	3 sets
6 Brushes	10 sets
7 Pencils 4 B	4 dozens
8 Pencils HB	4 dozens
9 Bharat Blades	6 packets
10 Pencil erasers	1 dozen
11 Ordinary tracing paper (cut or to be cut)	2 dozens
12 Stapler with pins	12 nos.
13 Drawing pins	2 packs
14 Paper pins & U pins	1 pack each
15 Fevical	6 tubes
16 Rubber solution	6 tubes
17 Black & White poster colours	2 tins
18 Offset papers (different colours)	100 sheets
19 35 mm Hot Shot cameras	
20 Colour film, 35 mm	6 rolls
21 OHP sheets	50 sheets
22 Glass marking pencils	2 sets
23 Malmal cloth	0.5 kg
24 Cardboard	
25 Scissors	6 nos
26 Steel rules	6 nos
27 Steel wire	
28 Threads (various colours)	6 bobbins
29 Needles	1 dozen
30 Sandpapers (fine, medium & hard)	4 sheets each
31 Thermocol pieces	
32 Strings	
33 Writing pads	6 nos
34 Video programme materials: health, education, and entertainment prototypes	
35 NID social communication case materials and prototypes	
36 UNICEF WSS/ Health communication aids	
37 IEC materials on health and sanitation by other agencies/ NGOs	

OPEN HOUSE MARCH 1991 : AGENDA

Agenda points raised by NGO Workers for presentation to, and discussion with, representatives of the National Drinking Water Mission

A. Drinking Water Schemes

1. Hill area drinking water schemes are frequently poorly planned and wrongly located.
2. Decisions regarding the location and construction of drinking water pipelines are usually made by Jal Nigam officials and local contractors (normally the village pradhan), without reference to the larger village community who remain ignorant of the decisions made.
3. There is little or no maintenance or repair of pipelines once they have been turned over, on completion, by the Jal Nigam to the Jal Santhan.
4. Temporary chaukidar/fitters, responsible for maintenance and repair, are usually appointed without reference to the Gram Sabha or local community.
5. Payment to the chaukidar/fitter is very nominal and inadequate, and frequently irregular. As a result, they lack interest and fail to fulfil their responsibilities.
6. While springs, which are the source of drinking water pipelines, are drying up due to environmental degradation, government authorities are ignoring the possible use of water from streams and nalas.

B. Health

1. There is a poor awareness of health issues among hill village people.
2. The ratio between health workers and population, based on plains conditions, is much too low for the widely scattered nature of village communities in hill areas.
3. Housing for, and buildings used by, professional health workers are frequently inadequate and poorly located resulting in low morale and poor performance.
4. Hill area health workers should be hill people. Plains people find it very difficult to adjust to hill conditions.
5. Care and protection provided to women health workers is inadequate.

6. Stocks of medicines are frequently inadequate, and often inappropriate, in government health centres and clinics.
7. Village people tend to lack confidence in government health workers.
8. Frequently there is lack of cooperation between government health agencies and non government organisations involved in health care and health education.
9. High infant mortality and maternal death rates have resulted from an inadequate number of maternal and child care centres in hill areas.

C. Sanitation

1. There is no adequate arrangement for the proper care, protection, and sanitation of springs used in drinking water schemes.
2. Government workers have done very little to heighten health awareness among village people.
3. Village people have bad 'latrine habits' and lack an awareness of the harm done.

D. Adult Literacy

1. Adult literacy workers frequently use poor teaching methods and techniques
2. There is a poor literacy worker selection. Frequently wrong persons are selected.
3. Adult literacy trainees (students) usually lack interest and enthusiasm.
4. Pay for adult literacy workers is inadequate
5. Adult literacy is a 'social issue', which cannot be adequately dealt with, or through, government bureaucratic systems.

OPEN HOUSE, MARCH 1991 : PARTICIPANTS

- | | | | | | |
|--------------------------|---|---------------------------------------------------------------------|--------------------------|---|----------------------------------------------------|
| 1. Ellen Alter | : | Mussoorie Gramin Vikas Samiti (MGVS) | 55. P D Shyam Rao | : | Christian Retreat & Study Centre, Rajpur |
| 2. Robert Alter | : | MGVS, Mussoorie | 56. Mrs R S Rao | : | Christian Retreat & Study Centre, Rajpur |
| 3. Renuka Anand | : | MGVS, Mussoorie | 57. Vipin Chandra Raturi | : | Mahila Nav Jagran Samiti, Chamba |
| 4. S P Azad | : | Lok Vikas Parishad, Chamoli | 58. Dr V S Satish | : | Mussoorie |
| 5. S Balaram | : | National Institute of Design (NID), Ahmedabad | 59. Chandan Sengupta | : | UNICEF, New Delhi |
| 6. Rampal Bisht | : | Shri Bhuvaneshwari Mahila Ashram (SBMA) Anjanisen, Tehri Garhwal | 60. Surendra Sethi | : | |
| 7. Anar Singh Chand | : | | 61. Keshav Prasad Sharma | : | UNNATI, Ahmedabad |
| 8. Jagdish Chand | : | Dehra Dun | 62. Suresh Sharma | : | NID, Ahmedabad |
| 9. Simon Chand | : | Medical Ambassadors, Dehra Dun | 63. Surender Sherring | : | MGVS, Mussoorie |
| 10. Ashoke Chatterjee | : | NID, Ahmedabad | 64. Pratap Shikhar | : | UJJS, Khadi |
| 11. Pushpa Chauhan | : | SBMA, Anjanisen | 65. Arun Singh | : | MGVS, Mussoorie |
| 12. Pratap Singh Chauhan | : | c/o NID, Ahmedabad | 66. David Singh | : | Himalayan Internal Mission (HIM), Medical Project, |
| 13. Saroj Daniel | : | MGVS, Mussoorie | 67. Devika Singh | : | Plastic Litter Control Group, Mussoorie |
| 14. Salil Kumar Das | : | People's Science Institute, Dehra Dun | 68. Madhu Singh | : | OPEN, Dhera Dun |
| 15. Asha David | : | Society for Motivational Training (SAMTA), Chakrata | 69. Raviender Singh | : | U P Jal Nigam, Narendra Nagar |
| 16. R R Furtado | : | SAMTA, Chakrata | 70. Surender Singh | : | MGVS, Mussoorie |
| 17. Gourishankar Ghosh | : | National Drinking Water Mission (NDWM), New Delhi | 71. Sushil Singh | : | MGVS, Mussoorie |
| 18. A S Gupta | : | U P Jal Nigam, Ranikhat | 72. R C Singhal | : | U P Jal Nigam, Dehra Dun |
| 19. Pawan K Gupta | : | Society for Integrated Development of Himalayas (SIDH), Mussoorie | 73. J C Srivastava | : | NDWM, New Delhi |
| 20. Solomon Gyan | : | Organisation for Prosperity Education & Nutrition (OPEN), Dehra Dun | 74. S Srivastava | : | New Delhi |
| 22. Dorothy Houstein | : | E H A, Hastinapur | 75. Lil Bahadur Thapa | : | New Delhi |
| 23. Jaywant Devi | : | SAMTA, Chakrata | 76. Shobha Thapli | : | SAMTA, Chakrata |
| 24. S K Jain | : | U P Jal Nigam, Narendranagar | 77. A Tripathi | : | U P Jal Nigam, Dehra Dun |
| 25. Dineshwari Joshi | : | SAMTA, Chakrata | 78. D P Vaish | : | UNICEF, Lucknow |
| 26. Gagan Kumar Joshi | : | SAMTA, Dehra Dun | 79. Vashu Devi | : | LVB, Dura Kedamath |
| 27. Krishna Kandha | : | Dehra Dun | 80. Ashish S Wasker | : | HIM, Ghansali |
| 28. Amika Kandhari | : | Lok Mangal, Dehra Dun | | | |
| 29. Khemdevi | : | Khetwala | | | |
| 30. M L Kosri | : | | | | |
| 31. Raj Kumar | : | SHARE, Mussoorie | | | |
| 32. Purnima Luke | : | MGVS, Mussoorie | | | |
| 33. R K Mittal | : | U P Jal Nigam, Narendranagar | | | |
| 34. Maseen | : | | | | |
| 35. Vinod Kumar Mehta | : | U P Voluntary Health Association (UPVHA) | | | |
| 36. Vachaspati Nagwan | : | Lok Jivan Vikas Bharati (LJVB), Bura Kedar | | | |
| 37. Rajeev Oberoi | : | Rajpur Group, Rajpur | | | |
| 38. Vijay Pal | : | OPEN, Dehra Dun | | | |
| 39. T N Pandey | : | U P Jal Nigam, Dehra Dun | | | |
| 40. Savetri Panwar | : | SAMTA, Dehra Dun | | | |
| 41. Narayanbhai N Patel | : | NID, Ahmedabad | | | |
| 42. B C Pathak | : | SAMTA, Dehra Dun | | | |
| 43. A Paul | : | Shahanshahi Ashram, Rajpur | | | |
| 44. Surendra Pundeer | : | SIDH, Mussoorie | | | |
| 45. B S Puneet | : | | | | |
| 46. Devendar Prasad | : | | | | |
| 47. Devi Ram | : | U P Jal Nigam, Ranikhat | | | |
| 48. Florence Rastogi | : | Rajpur Group, Rajpur | | | |
| 49. J C Rastogi | : | Rajpur Group, Rajpur | | | |
| 50. Jay Prakash Rana | : | Lok Jivan Vikas Bharati, Bura Kedamath | | | |
| 51. Pawan Rana | : | Experiments in Rural Advancement (ERA), Pitthoragarh | | | |
| 52. Sarla Rautela | : | Uttarkhand Jan Jagrit Sansthan (UJJS), Khadi | | | |
| 53. Radha Rawat | : | Company Bagh | | | |
| 54. Raj Rawat | : | | | | |

IEC WORKSHOPS: THE LEARNING

Shri Gourishankar Ghosh
Mission Director & Jt Secretary
National Drinking Water Mission
Department of Rural Development
Government of India, Krishi Bhavan
New Delhi 110 001

23 March 1991

Dear Shri Ghosh:

Garhwal IEC Workshops: The Learning

With your participation on 16 March, at the final day of the week long communication skills workshop held in Rajpur under the auspices of the Mussoorie Gramin Vikas Samiti, we have completed the second phase of our IEC experiment with this group of NGOs from the hill region. A comprehensive report on this extension training experience is under preparation. Meanwhile, the following issues have emerged for consideration within the planning exercises now under way for the Eighth Plan period:

1. IEC sensitisation, awareness and skills need to be formally linked with a prior understanding of IEC as a support to community participation and community management. To achieve this, IEC inputs must be built on an understanding and acceptance of community participation/management needs. This foundation can ensure that media decisions and investments take place in a context which reflects real-life community priorities. Media can then be effectively used as a support to inter-personal activity in the field, breaking the preoccupation with 'products' and physical targets.
2. Communication skills in WSS can be effectively introduced to grassroots workers through short-term training programmes of this kind. Such an introduction is a confidence-building exercise, with the objective of helping field workers to adapt centrally-produced materials to their own needs and to innovate their own media using locally available resources.
3. Such training should preferably commence with groups of NGOs/institutions. Group interaction at the training sessions and, more importantly, the networking that results (as we have seen through the MGVS experience) is perhaps the most significant outcome of such support efforts. This may mean initiating IEC training by first identifying a local NGO that has local credibility and commands trust. This NGO could then be encouraged to play the role of catalyst and organiser, as MGVS did for us. MGVS was able to bring together a large number of hill agencies and institutions in an atmosphere of mutual support and understanding that marked both phases of the workshop. This enabled the group to select from within itself one volunteer agency (in this case, the U P Voluntary Health Association) to accept the responsibility for sustaining the network of cooperation that we have helped initiate. UPVHA is now providing a clearing house for inputs and for follow-up. This is invaluable in helping local agencies to pool their strengths, as well as to interact with delivery systems more effectively. (You will recall that this group has decided to meet again in eight weeks to share follow-up experiences).
4. Such inter-NGO cooperation also demands that WSS programmes be seen and managed in a context which is linked to other programmes : primary health, literacy and, in this case, forestation. Therefore, efforts will from the outset need to bring other delivery services together with WSS before, rather than after, IEC inputs are attempted. This can provide IEC efforts in WSS with a credibility they do not now possess.

5. The MGVS experience suggests a training sequence : awareness and motivation towards community participation and management, communication planning as a support to community participation/management, communication skills to support IEC planning, and facilitating inter-institutional networking to sustain both a wareness and the action that must follow awareness.
6. A major contribution by the Mission can be through facilitating and encouraging the kind of dialogue which took place in your presence on the final day with the Mission, Jal Nigam and UNICEF. As a subsequent follow-up discussion with the group revealed, this was the single most tangible 'result' of the Workshops for most participants : the fact that they were able to come face to face with the WSS delivery system, be heard and understood, to have their own responsibilities more clearly revealed, and to acquire a realistic perception of both what the system can do, and what it cannot do. This revealed the importance of networks that not only provide mutual support but also the muscle for putting pressure on delivery systems - a major outcome of the dialogue with you and others on 16 March. It has given credibility to the entire exercise, made NGO expectations more realistic, and underlined the importance of follow-up by the group for the group.
7. In this context, what also emerged was the importance of integrating delivery systems more effectively and *visibly*. It was excellent that NDWM, Jal Nigam and UNICEF were together. It would have been even more effective if health, literacy and forestation/wastelands programmes could have joined us.
8. The dialogue was severely inhibited by the absence of CAPART from these discussions. This was a major loss, compounded by the priority this group gave to CAPART in our October session (the specific points set out for CAPART's attention last October have been detailed in my report on that phase). The group was also aware that a specific invitation had gone out to CAPART inviting their participation. The impression has been confirmed in the minds of this group that CAPART is insensitive, inefficient and is not seriously concerned about healthy relationships with the voluntary sector. The good work that CAPART does is not acknowledged. More damaging, there was repeated reference in the follow-up session to the probability that the Mission too would probably go the CAPART way, that cooperation with the system depends on the fate or the ability to pull strings at high places (e.g. NID bringing the Water Mission's Director to Rajpur) and that ultimately it is all a matter of luck and politics! If Krishi Bhavan's image with the voluntary sector is to be lifted, clearly the CAPART situation is central as it is regarded as the nodal agency.
9. The sequence, format and materials developed for the MGVS experiment can now be usefully applied to the 7- state PHED experiment. To facilitate this, at least one NGO with high credibility in each of the key regions should now be identified. A dialogue with that NGO can then commence toward workshops of this kind, and the follow-up that must take place after they have been conducted.
10. To strengthen this approach, and before any major moves are made in these states, there must be a clear strategy for integrating health and literacy with WSS strategies. In some cases, other deliver systems may also need to be closely inter-linked. Equally, a strong linkage between Krishi Bhavan's own programmes (including DW CRA and CAPART) must precede IEC inputs.
11. Separate IEC programme are needed to concentrate on technology transfer. The training modules and media supports which this requires are very separate from motivational supports, and will need a strong central thrust (as in the RWSS manual project). A back-up system of service and finance will need to be clearly articulated at such technology training programmes. The NGOs assume that such support is in CAPART's domain.

12. There is a need to encourage NGOs to take on demonstration projects in safe water supply and sanitation (the latter is a sector left largely untouched by hill NGOs) which can act as a catalyst. How to plan and implement such demonstrations, and how to acquire skills through training are major questions these NGOs have. Once again, they assume that CAPART should assist them.
13. Another important learning may be that such training efforts succeed best when the participating NGOs have an organisational as well as financial stake. MGVS bore all administrative expenses (other than that of the visiting NID team), and most participants paid for their own travel. Where this was difficult, MGVS raised resources to assist.

Through its two phases (community participation and IEC's role in October 1990, communication skills in March 1991) the MGVS experience has offered a useful prototype, and a context to assist a review of IEC strategy for the Eighth Plan period, as proposed in the draft submitted for your consideration.

With kind regards

Yours sincerely

Ashoke Chatterjee

cc : Shri R Shankaran, Secretary, Rural Development, New Delhi
cc : Shri M Akhtar, Sr Programme Officer (WES), UNICEF, New Delhi

FOLLOW-UP WORKSHOP, MARCH 1992

1. Introduction

- 1.1 At the concluding Open House session of the Communication Skills Workshop held at Rajpur (Dehra Dun) in March 1991, then NDWM Director Gourisankar Ghosh and representatives of participating organisations from the Garhwal region agreed on an active follow-up to the concerns which had featured in that exchange (ref. NID report to Mission Director, 23 March 1991). The UP Voluntary Health Association office in Dehra Dun volunteered to provide coordination services to ensure that the network built through two cycles of workshop experiences (October 1990 and March 1991) should be reinforced and extended beyond the Garhwal area. This would enable the network to reach a larger number of communities and activists concerned with WSS situations in the lower Himalayas. It was proposed that a follow-up session be called within a reasonable period to review progress and to plan future efforts towards implementing the Open House recommendations and strengthening communication skills imparted through the two workshops.

In the midst of these endeavours, the Uttarkashi earthquake demanded an emergency re-ordering of priorities for all NGOs working in the area. Most of their endeavors during ensuing months were therefore devoted to relief work. This demanded a postponement of the proposed follow-up get together until such time as field volunteers could return to base from relief operations. The March 1992 workshop at the Christian Retreat and Study Centre (Rajpur) was the fulfillment of this objective.

- 1.2 Participants at this workshop (Page 30) included several who had not attended earlier ones. Their presence represented the growing network that has emerged through this initiative of the Mission and the NGOs, brought together initially by the Mussoorie Gramin Vikas Samiti.

2. Discussions

- 2.1 The March meeting reviewed experience in community participation and social communication, as well as in resolving issues pertaining to the construction and maintenance of safe water and sanitation system. Relationships with government departments, and ways to strengthen NGO networking had emerged as priorities for joint action at the 1991 Open House. Experience since the Uttarkashi earthquake had now raised new concerns as

well as new awareness of NGO strengths, offering useful pointers towards future WES strategies.

2.2 Current Concerns

Participants expressed the view that the credibility of NGOs in the hills region had improved in the wake of the Uttarkashi tragedy. Their service role is better recognised not only by village communities but also by government departments. New partnerships had emerged through service to earthquake sufferers. The existence of NGOs had also become known to remote communities coming into contact with service organisations for the first time. Village leaders (such as pradhans) and government service departments (such as the UP Jal Nigam) had been markedly more responsive to voluntary agency counsel over this period. Major problems remain: many villages in the remote mountain areas are without any organised water service, and many have no contact with government delivery systems — their only contact with the outside world is often through the few voluntary agencies operating in these far-flung areas. The earthquake had also affected the location of water sources: some have disappeared and new sources have appeared. Pipelines have been damaged and maintenance remains poor. There is persistent confusion as to whether maintenance tasks can be undertaken at all by village communities and whether such community action is in violation of government laws. Confusion also exists whether the Jal Nigam is in charge of maintenance needs or the Jal Sanssthan. Other problems arise when local power structures and supply systems collude in a nexus of corruption. NGOs had also faced physical intimidation. Contact with government departments through correspondence remains difficult, with NGOs hard placed to follow-up effectively or to know whether their written appeals have reached and are being processed by correct departments.

- 2.3 Discussions therefore focussed largely on the need of clarity on the role of NGOs and communities in piped water supply and pipeline maintenance, as well as in the provision of sanitation facilities. The basic questions were: What are the parameters within which such agencies must work? What have they a right to do (or to encourage communities to do)? What remains outside the purview of communities and voluntary activities? Clarity on the separate objectives of the Jal Nigam and the Jal Sanssthan, and the distinction between these institutions' responsibilities, was a prominent concern. Another critical issue which had

emerged through the Uttarkashi earthquakes was disputes over the ownership of water sources, leading to questions of equity. Some communities have been reluctant to share their water with villages downstream. Issues therefore had arisen as to who owns a water source, who has the right to intervene in pipeline construction or maintenance, and the distinction between pipelines laid under schemes such as the Jawahar Rozgar Plan and those described as 'revenue' or 'tax' lines. On sanitation activity, several NGOs remarked that the earthquake had resulted in a quicker awareness of the need for sanitation facilities. Yet community and NGO response was inhibited because of lack of access to finance, training and technical facilities in latrine construction.

- 2.4 The importance of water-harvesting knowledge, and reviewing past storage practices in the light of the earthquake, were raised as major needs for future action..
- 2.5 Recent experience had also highlighted the importance of greater clarity and coordination in terms of NGOs own commitments, and their ability to respond to the range of community concerns which they now face in the Uttarkashi aftermath. The need for integrated NGO services in health, education, forestry and employment-generation is becoming increasingly evident. Voluntary activists may need to ensure that the 'fire brigade' approach of the earthquake is now replaced with an ability toward integrated action which can be sustained over a longer-term. This may require re-structuring past priorities and better networking with other NGOs as well as government services. Better coordination was needed between NGOs to avoid contradictions in field service. For example, some communities expect free service in latrine programmes because particular NGOs provide such free service while others encourage community participation through payment.
- 3.0 The group analysed its experience in terms of progress achieved over the past year, major problem areas identified, major needs demanding planned action over the coming year, and priority areas of training which require immediate attention.
- 3.1 **Progress achieved**
 - 3.1.1 Awareness is spreading on issues of safe water and sanitation. Several NGOs have initiated communication programmes in support of local projects and programmes. Although the Garhwal earthquake has diverted most NGO

effort toward relief, it has also given an opportunity for greater awareness on environmental health, and particularly on sanitation.

- 3.1.2 There is a definite awareness of the need for latrines and a growing demand for latrines.
- 3.1.3 NGO credibility with local communities as well as with the UP Jal Nigam has increased as a result of the earthquake relief effort.
- 3.1.4 Several NGOs have produced communication aids relevant to local situations and needs in health, sanitation, women's issues, etc.
- 3.2 **Problem areas**
 - 3.2.1 There remains a need to develop community motivation toward safe water and sanitation issues as well as toward self-help.
 - 3.2.2 Earthquake relief has also had a negative effect in that the attitude of waiting for doles and handouts has increased, and so has dependence on Government/outside initiatives.
 - 3.2.3 Poor maintenance of pipelines remains the single most important problem in safe water supply.
 - 3.2.4 Local efforts toward maintenance are affected by continuing confusion as to who has the responsibility as well as the right to maintain pipelines. Communities and NGOs are often in dispute with Jal Nigam/Jal Sansthan officials and local personnel.
 - 3.2.5 There are many villages without any water supply arrangement. No knowledge exists as to whether these villagers are registered as problem villages, nor when/if they are to receive piped water.
 - 3.2.6 There is confusion as to who owns the water sources: Is it government property or community property? What norms are to be followed about water-sharing? Downstream villages suffer most.
 - 3.2.7 While awareness on sanitation exists, it must be strengthened and spread.
 - 3.2.8 Corruption at every level contributes enormously to public apathy.
 - 3.2.9 Hill NGOs are low on resources, both financial and human, and they operate in a scattered and difficult terrain.

- 3.2.10 Few government officials ever visit the most remote settlements. Their situation goes unseen and unknown.
- 3.2.11 Coordination is essential between NGOs on policy issues such as community/household payment for sanitary facilities. If some provide free facilities, other NGOs face resistance in their efforts toward self-reliance.
- 3.3 Major needs**
- 3.3.1 NGOs need to recognise their role as watchdogs and as facilitators and advisers. They must never be apathetic observers.
- 3.3.2 There is an urgent need for better understanding and cooperation between hill NGOs and the UP Jal Nigam on policy issues as well as programme implementation.
- 3.3.3 A schedule of regular meetings between this Garhwal NGO consortium and UP Jal Nigam is essential.
- 3.3.4 A much stronger effort is needed toward using schools and balwadis for safe water/health/sanitation awareness and practise. Involving local school teachers more actively will be essential.
- 3.3.5 Nutrition through locally available, inexpensive foods needs vigorous promotion through awareness and training programmes.
- 3.3.6 There is a need for more active CAPART involvement in the technology needs of hill areas and NGOs.
- 3.3.7 Hill NGOs need to coordinate their own work more effectively through better communication and networking. Policy agreement is needed in some areas e.g. free service payment for NGO services.
- 3.3.8 Listing of problem villages without a water source.
- 3.3.9 Clarity on Jal Nigam/Jal Sansthan responsibilities
- 3.3.10 Tourism destinations in the hill area (such as Kempti Falls in Mussoorie) lack basic services of water and lavatory facilities, adding to local pollution
- 3.4 Training priorities**
- 3.4.1 Pipeline maintenance, for village-level operators and NGOs.
- 3.4.2 Latrine construction and maintenance (through UPVHAI, HIM, SIDH with CAPART and UNICEF assistance).
- 3.4.3 Teacher training workshops for safe water/sanitation/health/nutrition issues, drawing balwadi teachers, government school teachers and NGO volunteers.
- 3.4.4 Water-harvesting techniques, particularly in the post- earthquake experience
- 3.4.5 Training in nutritional awareness and local foods.
- 4. UP Jal Nigam**
- 4.1 Responding to the concerns that had emerged in the discussion, Shri A Tripathy (Chief Engineer, UP Jal Nigam) called for clarity in understanding the responsibilities of various departments concerned with WES delivery systems. He offered guidance to the voluntary sector towards a smoother and more constructive partnership with government. The first and most important need was to understand the distinction between the responsibilities of the Jal Nigam and Jal Sansthan. The Jal Nigam is concerned with pipeline construction and implementation of plan schemes. All maintenance work is currently the responsibility of the Jal Sansthan. (The Jal Sansthan did not attend the meeting). Shri Tripathy pointed out that Lucknow is re-thinking the present situation. It has been suggested that the pradhan be made responsible for maintenance operations in villages which have a single gravity source. Funds for this purpose would be provided under the DRDA's Jawahar Rozgar programme. All other water source maintenance would be under the purview of the Jal Sansthan. The matter had not yet been finalised. Some gram pradhans had expressed their anxiety about adequacy of funds and of staffing (particularly the need for chowkidars to monitor the water source). Upto this time, only routine maintenance tasks were the responsibility of the gram pradhan, while all other maintenance was the responsibility of the Jal Sansthan. Both the Jal Nigam and the Jal Sansthan function under the Urban Development Department, which coordinates the two organisations.
- 4.2 Shri Tripathy also pointed out that it was the Jal Nigam's intention to cover all no-source revenue villages by March 1993. Reacting to the observation of several villages remaining without a single water source, he appealed to

participating NGOs to assist the Jal Nigam's listing task by identifying the villages they know to be without water tanks or where the tank is not functioning. The listing activities would also cover the needs/habitations. Cooperation in this task and listing task was also invited.

- 4.3 On the issue of ownership of water sources, Shri Tripathy clarified that water sources in Uttar Pradesh are the property of the Jal Sanshan. No village community can claim ownership of a water source. This was an important point which NGOs could utilise in their efforts to seek more equitable distribution. Responding to his suggestion that in the coming year regular meetings at the local level would be encouraged between the Jal Nigam, Jal Sanshan, Gram Pradhan and the local voluntary agencies, coordination in the field would also be facilitated if NGOs could ensure that District Magistrate and BDOs are involved in actual and recommendations. Shri Tripathy suggested that ad hoc committees now intended toward problem solving in the field, should include District Magistrate and BDO participation with community and NGO representatives, as well as the Jal Sanshan/Jal Nigam.

- 4.4 On training in pipeline maintenance, Shri Tripathy said that the Jal Nigam would be happy to cooperate by setting up of training curricula and programmes. He pointed out the experience of the Dutch programme for women trained in handpump maintenance in the Lakhimpore district. He said the proposal for priority training on maintenance issues would have the Nigam's full cooperation and support. On the issue of plastic pipes versus metal pipes, Shri Tripathy pointed out that while economy may appear to favour plastic pipes, the problems of damage and water theft should also be thoroughly understood. He generally favoured the continuance of metal systems.

- 4.5 In the area of water harvesting, Shri Tripathy suggested that NGOs provide the names of villages where the Jal Nigam could undertake training programmes with their cooperation, under the umbrella of its current scheme for choosing low-population villages for pilot projects to be undertaken in 1992-93. The importance of social acceptance of stored water was an important one. Here, community participation through the communication skills of participants in this network could prove of great support to the Jal Nigam's efforts.

Stressing the need to see water harvesting and water storage as activities linked to the issue of social forestry, Shri Tripathy welcomed the workshop component of the proposal to train local people in water harvesting and water storage. He stressed the importance of the various water harvesting water sources and the need for afforestation efforts, selection and planting of correct trees species, fencing to contain animal pollution and check dams.

- 4.6 Shri Tripathy responded to participants' requests for better understanding of Jal Nigam's problems. He spoke of scheduling problems faced by the late arrival of funds due to government procedures, the problems of water sharing between the village communities (a concern shared by both participating NGOs and the Jal Nigam) and the impact which this has on schedules when disputes arise over the location of water tanks and standposts. The problem of corruption at the local level, which had been raised by several participants, was a real one. Here, social awareness and education towards responsible community behavior was essential, a role which the Jal Nigam could not play alone but where it needs the assistance and support of the voluntary sector. It was not uncommon for corrupt local officials to even "sell" water sources to the Jal Nigam for its implementation needs. The problem of corruption and apathy, Shri Tripathy pointed out, was one which demanded the cooperation and integration of efforts by government, village communities, and the voluntary sector. NGOs would therefore need to balance their separate roles as service institutions and as watchdogs or monitors.

- 4.7 Requesting that the Jal Nigam be kept in touch with the reports of this and previous workshops, Shri Tripathy welcomed a proposal for strengthening the existing network and expanding it, as well as for the setting up of a schedule of regular meetings between activists, communities and the Jal Nigam/Jal Sanshan towards local problem solving. He offered to convey the views of the participants to his colleagues in the Jal Sanshan and to encourage their active participation in future meetings.

- 5 Regretting the absence of the Jal Sanshan and UNICEF from this important deliberation, participants urged that both these organisations be encouraged to maintain their contact with the group and to assist its endeavors. It also would continue to look to CAPART as a source

of technical advice and training in pipeline maintenance and water harvesting technologies. Smt Esther Kar (NDWM) offered to contact CAPART in this regard and said that she would look forward to learning of the specific needs which emerge at forthcoming meetings, so that she could assist in the processing of these requirements in New Delhi. Smt Kar suggested that if the experience of the past two years was to be consolidated towards more effective and better integrated action in the field, it would be important for the group to immediately establish an ad hoc committee which could ensure that recommendations for action are processed quickly and all concerned (including government departments), made aware of what was expected of them. It was therefore agreed to establish immediately an ad hoc committee in the Dehra Dun area to review the recommendations of the Workshop, and to establish durable procedures which could assist stronger networking toward action targets accepted by the group. The next meeting could take place at another centre in the remoter areas. As the earthquake had demonstrated, these communities are the ones most in need of safe water and sanitation service.

6. Future Action

6.1 The meeting proposed the following plan for immediate action, and the calling of an ad hoc committee in Dehra Dun to establish a coordination mechanism at an early date. The UP Voluntary Health Association offered to continue its services as coordinator of the initiative.

6.2.1 Training programme in pipe-water maintenance for village representatives/NGOs (Resource:MGVS)

6.2.2 Training programme in latrine construction and maintenance (Resource:UPVHAI, HIM, SIDH & CAPART)

6.2.3. Workshop for balwadi/school teachers on safe water/sanitation/health (Resource:UPVHAI)

6.2.4 Schedule regular meetings between hill NGO consortium and Jal Nigam/Jal Sansthan with the participation of District Commissioner/BDO whenever possible. Evolve an effective complaint mechanism through such inter-action (Coordinator:UPVHAI)

6.2.5 Provide NDWM with list of problem villages without a water source (Coordinator:UPVHAI)

6.2..6 Formation of a Central Committee

6.2..7 Examine Jal Nigam list of no-source revenue villages (Coordinator:UPVHAI)

6.2..8 Contact tourism authorities to ensure that spots frequented by tourists are provided with basic amenities in water and sanitation so as to protect local communities from pollution. (Coordinator:UPVHAI)

A vote of thanks was offered to the NDWM and NID for their sustained support and to the UPVHAI, MGVS and the Christian Retreat & Study Centre for their arrangements and hospitality.

FOLLOW-UP WORKSHOP, MARCH 1992: PARTICIPANTS

1. Berinag Gram Swarajya Mandal Devkinandan Pant
P O Kandy (Berinag) Dis Pithorgarh, U P
2. Gramin Jan Seva Samiti Kevalnandan Pant
P O Udaipuri Dist Pithorgarh 262 531, UP
3. Himalayan Inland Mission(HIM) Manik Chandra Maisi
Lancer Lodge Promodini Singh
Landour P O Satenda Singh
Mussoorie (U P) 248 179 Swami Sunder Singh
4. Mussoorie Gramin Vikas Samiti (MGVS) Robert C Alter
Oakville, Landour P O Renuka Chand Saroj Daniel
Mussoorie (U P) 248 179 Surender Sherring
Arun Singh
Surender Singh
5. National Institute of Design Ashoke Chatterjee
Paldi, Ahmedabad 380 007
6. National Drinking Water Mission(NDWM) Esther Kar
9th Floor, Paryavaran Bhavan New Delhi 110 003
7. Om Bal Vikas Sansthan Om Prakash Bharadwar
Chandra Nagar Dehra Dun, U P
8. Rashtriya Uddhan Samiti Raghuvir Datt Diyundi
G-291 Nehru Colony Dehra Dun, U P
9. Society for Integrated Development Surendra Pundear
of Himalayas (SIDH) Post Box 19, Mussoorie, UP
10. Society for Motivational Training Kundanlal Sehgal
& Action (SAMTA)
Chakrata P O Dehra Dun (UP) 248 123
11. St Paul's Society Sr Cecilia
Clement Town Kavita Dehra Dun, U P Meena
Renuka Chhetri
Tulsi Devi
Vendadevi
12. Training Institute for Community Beena Chouguley
Health (TICH) Landour Community Hospital
Mussoorie UP 248 179
13. UNNATI, Keshav Prasad Sharma
Organisation for Development Education,
7 Payal Park Society, Satellite Road, Ahmedabad 380 015
14. U P Jal Nigam A Tripathy
Dehra Dun, U P
15. U P Voluntary Health Association Vinod Kumar Mehta
53 F Rajpur Road
Dehra Dun (UP) 248 001

WORKSHOP ON VIDEO FOR FIELD USAGE 5-14 JANUARY 1993

This 10 - day workshop on video skills was the latest in a series of experiences which commenced through the National Drinking Water Mission in October 1990 to strengthen communication awareness and skill application amongst field workers in the Garhwal hills. Three workshop experiences preceded this opportunity (Communication Awareness October 1990, Media Skills March 1991, Follow-Up workshop March 1992), which was the outcome of the relationship that has been established between field NGOs and the National Institute of Design, through three years of contact. NID had committed itself to remain in touch with the field and to provide resource backup to efforts in Garhwal on safe water, sanitation and health. The need for such sustained support emerged in the skills workshop held in March 1991, where video was amongst the media to which participants were introduced. About a year later, it became clear that some activists required further skill development in video usages. The Institute was approached by the Training Institute for Community Health (TICH) in Mussoorie for the organisation of such an opportunity. Once problems of time and finance were cleared and the programme set up, serious disturbances in Ahmedabad affected participation as well as the curriculum content. Despite these hazards, 7 out of 10 participants arrived in the city and took part in the programme (page 34).

Purpose

Video has become an increasingly popular medium for nonformal participatory adult education in India (Annex) Field organisations, both private and government, have come to regard video as indispensable to effective communication. Part of this enthusiasm has to do with the impact of television as a mass medium, and the consequent attitude that hi-tech devices like video are indispensable to communication respectability. The communication skill workshop held for Garhwal NGOs in October 1992 included an introduction to basic video skills. Participants were encouraged to explore the possibilities and the power of this medium, as well as to avoid preoccupations with video as fashion. What was important to realise was the enormous potential which video can offer as a supplement to interpersonal communication skills, and in the exchange as well as the documentation of village experiences. Video is extraordinarily powerful for such exchange with other individuals and groups, as well as in addressing delivery systems which so often seem insensitive to the realities of citizens' experience. The possibilities as well as the limitations of video were explored and a context was provided which it was hoped would assist participants to make intelligent

media choices in their work. Participants were also introduced to video experiences elsewhere in India and to the role that video has played towards the empowerment of those skilled in its use, particularly women. The interest that was generated led to further contact with NID, following exploration by the participants of video facilities accessible to them through hire or purchase. TICH suggested a specific programme for skill development as a follow-up to the 1991 experience, was then arranged with the support of the National Drinking Water Mission and Unicef. The programme is attached (page 33).

Skill Development

This workshop was aimed at building confidence among the participants in handling video equipment of their own or now easily available on hire, and to begin making their own video materials for strengthening community participation and training efforts. Developing concepts and messages for specific target audiences, and the process of translating such concepts onto video was demonstrated and practiced through hands-on exercises. Utilisation of video for recording discussions and group interaction was an important component, so that video could be utilised as a link between activists, the communities which they serve, and policy-makers and delivery systems with whom better interaction is essential. Particular emphasis was placed on the use of video for the development of training materials in which the medium's flexibility provides enormous opportunities to ensure that training aids use local idioms and cultural contexts. Some of the participant organisations are equipped with video facilities and others are in the process of acquiring them. All have access to video on hire, and intend to build up their technical resources in this medium. In view of this, participants were also briefed on the selection of equipment and considerations important to maintain, service and protect equipment in difficult field conditions. The workshop was therefore a mix of conceptual and technical skills, geared to the particular needs of groups which are entering into video as part of broader communication strategies. Practical exercises were transferred onto cassettes, which participants have carried back with them as demonstrations and reminder of their achievements. Other video resource material from NID archives has also been provided on request.

Because of disturbances in and around Ahmedabad and strict curfews in the Paldi region during the workshop, it was not possible to test participants' skills under village conditions, as had originally been planned. To assist participants in making up for this, NID has contacted on their behalf SEWA VIDEO (Ahmedabad) and CENDIT (New Delhi), leading organisations in video as a participatory tool for development. Both organisations may assist workshop

participants with field opportunities which could give them a chance to test their newly-acquired skills in field conditions.

The workshop also provided an opportunity for NID to test video curriculum structures relevant to the needs of field activists. These can now be applied to the requirements of other NGOs with whom NID has interacted on behalf of the Mission, most recently in Madhya Pradesh and Orissa. In addition, the Institute has just completed a skill development programme at the IEC Bureau set up by the Government of Rajasthan at Jaipur, which is equipped with a video studio and access to a range of video equipment. While at Phulbani (Orissa) and Dhar (Madhya Pradesh) the need of NGOs is very similar to that of the Garhwal group, in Jaipur it is the need to direct technical facilities towards participatory models and away from the "mass media" approach popularised by network television.

This combination of recent NID interactions suggests the scope for better networking between video activists, field workers and training institutions towards the servicing of village needs, with this important medium utilised and respected as a supplement and support to better inter-personal, inter-community contact.

**WORKSHOP ON
VIDEO FOR FIELD USAGE
5-14 JANUARY 1993**

**Day 1
Thursday 4 January**

Arrival, orientation and briefings

**Day 2
Friday 5 January**

10.00 am (Project Room)

- Registration of participants
- Introduction to NID team & briefing
- Visit to the studios, workshops and showroom

VS,AC,NS,SCS,VR,AKS,
SBS,MS,KT, A Ch., VP,GN,
VD

2 00 pm (VTR Studio)

- Demonstration of video equipment
- Video formats
- VHS equipment and accessories
- Seeing and shooting in studio, play back & editing from one VHS on to other (manual)
- Basics of artificial lighting

SCS,AKS,MS,SBS, A ch.

**Day 3
Saturday 6 January**

9.30 am (VTR Studio)

- General video faults and their remedies
- General maintenance of equipment, storage of equipment, batteries, tapes etc.

SCS, AKS, MS,SBS, A ch

2.00 PM (Lawn)

- Practising on VHS equipment
Camera movements, basic shots
- Outdoor lighting conditions
- Previewing the shot materials in studio

SCS, SBS

**Day 4
Sunday 7 January**

9. 30 AM (Lawn)

- Continue practising exercises and previewing materials

SCS,SBS

**Day 5
Monday 8 January**

9.30 am (Preview room)

- Developing creative eye for video format
- Understanding picture and sound
- Basic language of film
- Continuity building
- In-camera editing
- Preparation of an instructional programme (story/idea, scripting/treatment/commentary), location sounds & post shooting audiography)

SCS,SBS

2.00 pm (VTR Studio)

- Putting sound on visuals (demonstration and practise), putting commentary directly with microphone and dubbing of music.

KT, SCS

**Day 6
Tuesday 9 January**

9.30 an (VTR Studio)

- Continue previous day demonstration and practice

**Day 7
Wednesday 10 January**

- Free day : Sight seeing etc.

Day 8

Thursday 11 January

9.30 AM (Preview room) • Preparation of an instructional programme
(concept, scripting commentary)

2.00 pm (NID Campus) • Shooting of the programme
(with & without intention of in-camera editing)

Day 9

Friday 12 January

9.30 am (Whole day) (VTR Studio) • Putting sound and titles AKS,KT,SCS,RLM

Day 10

Saturday 13 January

9.30 am (Whole day) (VTR Studio) • Finish and final touch to the programme AKS,KT,SCS,RLM

Day 11

Sunday 14 January

10.00 am (Auditorium) • Presentation of work VS,AC,SCS,AKS,NS,VR,SBS
• Certificate distribution MS,RLM,KT,A.Ch.,GN,VP.

VS Vikas Satwalekar
AC Ashoke Chatterjee
SCS S C Sharma
RLM R L Mistry
NS Nina Sabnani
VR Veena Rajpal
AKS Akhil Succena

SBS Shivbilas Saxena
MS Meena Shukla
KT Kashmira Thakur
A.Ch. Atul Chauhan
VP Vijay Patel
GN Gopalan Nambiar

**WORKSHOP ON
VIDEO FOR FIELD USAGE
5-14 JANUARY 1993**

Participants

Himalayan Inland Mission
Lancer Lodge, landour
Mussoorie
U P 248 179
Tel: 2791

Training Institute for Community Health
Landour Community Hospital
Landour P O Mussoorie
U P 248 179

Landour Community Hospital
(Bhavan Project)
Mussoorie, U P 248 179

Organisation of Prosperity
Education & Nature (OPEN)
71/4 Nashville Road
Dehradun - UP 248 001
Tel: 28795

UNNATI.
7 Payal Park Society
Satellite Road
Ahmedabad 380 015

Mrs Pramodini Singh
Mrs Shakuntala John

Mrs Beena Chougule

Mr Sukhveer Singh

Mr Sureshkumar Sharma

Mrs Aditi Desai
Mr Keshav P Sharma