Government of Rajasthan
MUKHYAMANTRI JAL SWAWLAMBAN ABHIYAN
I E C Manual

'MAKE RUNNING WATER WALK. WALKING WATER CROWL. CRAWLING WATER STAND. ALLOW THE STANDING WATER TO PERCOLATE.'

DIRECTORATE OF WATERSHED DEVELOPMENT & SOIL CONSERVATION
RAJASTHAN RIVER BASIN AND WATER RESOURCES PLANNING AUTHORITY
PREFACE

State Government has Launched Mukhya Mantri Jal Swavlamban Abhiyan to Conserve and harvest the precious rain water to make village self reliant in water even during drought period.

The programme has been designed in such a way that right from planning to execution, it will be implemented through participatory approach of village community, line department, NGOs, Corporate Houses through CSR, Non Resident Villagers etc. To make programme successful it is very important to involve village community at each step. For this very strong and effective publicity is required to make them aware about the programme, its benefit and expectation from village community so that they own the programme and make it successful.

The objectives of the programme

• To create a water sustainable Rajasthan
• Ensure effective water conservation through convergence of financial resources of different departments
• To create awareness about community participation in water management
• To prepare village plan through water budgeting with help of community participation
• To make a village self sufficient unit in drinking water through sustainable measures
• To increase the irrigated area through water conservation.
• Natural resource management with hydrological unit as a base to develop water, forest and land.

In first year approximately 3000 villages have been selected and after that 6000 villages in each year in next three years will be selected i.e. 18,000 villages in total 21,000 villages.

State Government has prepared detailed IEC manual for effective participation of all stake holders through various media channels, animation films and different programme at village level. All collectors are expected to implement district, block and village level programmes effectively.

Shri Ram Vedire
Chairman
Sub Committee IEC
<table>
<thead>
<tr>
<th>S.NO.</th>
<th>SUBJECT</th>
<th>P.NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IEC plan</td>
<td>3-4</td>
</tr>
<tr>
<td>2</td>
<td>COMMUNITY RALLY (village level)</td>
<td>5-6</td>
</tr>
<tr>
<td>3</td>
<td>YOUTH RALLY (village level)</td>
<td>7-8</td>
</tr>
<tr>
<td>4</td>
<td>WOMEN RALLY (village level)</td>
<td>9-10</td>
</tr>
<tr>
<td>5</td>
<td>RALLY by School Students</td>
<td>11-12</td>
</tr>
<tr>
<td>6</td>
<td>DOOR TO DOOR VISIT BY THE GRASS ROOT LEVEL WORKERS</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>ESSAY and DRAWING COMPETITION (village level)</td>
<td>14-15</td>
</tr>
<tr>
<td>8</td>
<td>STREET PLAY (NUKKAD NATAK / PUPPET SHOWS)</td>
<td>16</td>
</tr>
<tr>
<td>9</td>
<td>JAL SWAWLAMBAN RATH (Block level)</td>
<td>17-18</td>
</tr>
<tr>
<td>10</td>
<td>One Day State Level Workshop of State level Heads of all Social Groups</td>
<td>19</td>
</tr>
<tr>
<td>11</td>
<td>One Day State Level Workshop of Corporate Houses</td>
<td>20</td>
</tr>
<tr>
<td>12</td>
<td>COST ESTIMATES FOR THE MUKHAYAMANTRI JAL SWAWLAMBAN ABHIYAN</td>
<td>21-22</td>
</tr>
</tbody>
</table>
IEC plan

IEC plan has been prepared; to generate awareness amongst the stakeholders for achieving the objectives of the *MUKHAYAMANTRI JAL SWAWLAMBAN ABHIYAN* it is essential to use all type of communication mediums such as Inter Personnel Communication (IPC), Print media, electronic media, outdoor media and folk media. Extensive publicity and designing and printing of IEC material will be undertaken to disseminate the designated communication issues.

IEC activities taken up in the action plan are telecast and broadcast of issues through electronic media, publication of public appeals in print and extensive use of social media, In addition to this orientation workshops, trainings, designing and printing of IEC material like posters, banners, flex, booklets, leaflets, flip chart and other material, etc will be undertaken.

The major focus has been given to the grass root level interpersonal activities. The interpersonal communication will help in clearing the doubts of audience and take instant action. The advantage of this medium is that the messages can be communicated to the target audience who are not adequately educated.

Rath Yatras will be taken out in all villages spread in all districts. During rath Yatras messages will be disseminated among community. The concept paper for the activities is enclosed.

The total estimate for IEC activities at block and village level is **Rs 1270.42 Lacs**, **having a bifurcation i.e. 4.50 lac in CSR, 1250.08 lacs in IEC and 15.84 lacs in training.** Greater emphasis has been given to grass root level activities whereas some activities have been taken for environment building and positioning the programme in proper perspective across all stakeholders.

The details are follows:-

(i) Mass media

<table>
<thead>
<tr>
<th>TV spots development</th>
<th>With professional designers help and PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio spots/ jingles</td>
<td></td>
</tr>
<tr>
<td>News papers ads</td>
<td></td>
</tr>
<tr>
<td>Awareness Campaigns through Print and Electronic media</td>
<td></td>
</tr>
</tbody>
</table>

(ii) New media

<table>
<thead>
<tr>
<th>Up gradation, maintenance development of website</th>
<th>Sec. DOIT with IT team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulk SMS</td>
<td></td>
</tr>
<tr>
<td>U –tube and face book</td>
<td></td>
</tr>
<tr>
<td>What’s up messages</td>
<td></td>
</tr>
</tbody>
</table>
- Ringtone and caller tune
- Mobile application
- *Chalo Rajasthan* for NRR
- Twitter

(iii) Reminder Media
- Wall Paintings
- Slogans
- Hoardings

(iv) Inter Personal Communication (IPC)
- Street play
- Puppet shows
- Community rally
- Youth Rally
- Women Rally
- Rally by School Students
- Door to door visits - VCD
- Nukkad Natak
- Group meeting and FGD
- PRA
- Film shows & animations, video shows/
- SHG, VWSC, Water User Association, WC, JFMC

(v) Print media
  - Printing of IEC materials (Poster, banners, flex, , brouchers, messages in Govt. Bills, bus tickets Calendars Printed by Govt. Press etc.) Sunboards on the buses, folders, LCD at bus stands, Mandi etc.

(vi) Trainings workshops
- Workshop for BLOs
- Workshops for DLOs
- Workshop of Corporate Houses, FICCI etc.
- Workshops for NGO, Social Organisation

(vii) General Media
- Audio video shows
- School IEC
- Film Shows & animation
- Jal Swavlamban Rath Yatra
- One minute video film at every cinema theatre in the State
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

COMMUNITY RALLY (village level)

Objectives of the activities:-

1. To create awareness about community participation in water management.
2. To prepare village plan through water budgeting with help of community participation.
3. To make a village self sufficient unit in drinking water through sustainable measures.
4. To increase the irrigated area through water conservation.
5. Natural resource management with hydrological unit as a base to develop water, forest and land.

a. Expected outcomes:-
Community made aware, sensitized and oriented about above issues.

b. Participants:–
Members of Gram Panchayat, local community, GP level functionaries of Watershed, Water resources, Agriculture, PHED, Local schools, AWWs and ANM, ASHA NGOs, Nehru Yuva Kendra, opinion leaders and Social workers. The participants for each rally will be 100.

c. Responsibility:-District Collector and CEO will be responsible for organizing the event.

d. Rally in each Village:- The community rally will be organized at village level and Members of Gram Panchayat, local community, GP level functionaries of Water resources, Agriculture, PHED, Watershed Committee members, NGOs, opinion leaders and Social workers etc will participate in this event. The participants will be assembled at 10.00 AM at a place decided by GP and thereafter the rally will be flagged off by the Ward panch / Sarpanch. The participants will carry awareness messages on play cards (messages in hindi for banner and play cards which will be prepared at district level). The participants will walk around the main village roads/ street. The rally will conclude at 11.30 AM with the speech of sarpach /public representative. For the above activities the participants will be briefed by BLOCK OFFICIALS on the MJSA activities.

e. Output: Detailed report of the event will be sent to SDM.
f. **Financial provision:**

### Rally in each village

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Activity</th>
<th>Unit/Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banners &amp; Play cards</td>
<td>30 nos</td>
</tr>
<tr>
<td>2</td>
<td>Refreshment for Participant</td>
<td>100 nos</td>
</tr>
<tr>
<td>3</td>
<td>Photo &amp; Video</td>
<td>LS</td>
</tr>
</tbody>
</table>

**Total Cost** (in Rs.) **1600.00**

These are indicative costs and they are upper ceiling not to be exceeded.

This expenditure will be borne from the State fund provided to the districts for IEC activities under MJSA.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

YOUTH RALLY (village level)

Objectives of the activities:-

1. To create awareness about Youth participation in water management.
2. To prepare village plan through water budgeting with help of Youth participation.
3. To make a village self sufficient unit in drinking water through sustainable measures.
4. To increase the irrigated area through water conservation.
5. Natural resource management with hydrological unit as a base to develop water, forest and land.
6. Village Youth will be encouraged to actively participate in preparation of village action plan as well as during execution.

Expected outcomes:-

Youth made aware, sensitized and oriented about above issues.

Participants:-

Members of Gram Panchayat, local Youth, GP level functionaries of Watershed, Water resources, Agriculture, PHED, Local schools, AWWs and ANM, ASHA NGOs, Nehru Yuva Kendra, opinion leaders and Social workers. The participants for each rally will be 100.

Responsibility :-District Collector and CEO will be responsible for organizing the event.

Rally in each Village:- The Youth rally will be organized at village level and Members of Gram Panchayat, local Youth, GP level functionaries of Water resources, Agriculture, PHED, Watershed Committee members, NGOs, opinion leaders and Social workers etc will participate in this event. The participants will be assembled at 10. 00 AM at a place decided by GP and thereafter the rally will be flagged off by the Ward panch / Sarpanch. The participants will carry awareness messages on play cards (messages in hindi for banner and play cards which will be prepared at district level). The participants will walk around the main village roads/ street. The rally will conclude at 11.30 AM with the speech of sarpach /public representative. For the above activities the participants will be briefed by BLOCK OFFICIALS on the MJSA activities.

Output: Detailed report of the event will be sent to SDM.
I. **Financial provision:-**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Activity</th>
<th>Unit/Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banners &amp; Play cards</td>
<td>30 nos.</td>
</tr>
<tr>
<td>2</td>
<td>Refreshment for Participant</td>
<td>100 nos.</td>
</tr>
<tr>
<td>3</td>
<td>Photo &amp; Video</td>
<td>LS</td>
</tr>
<tr>
<td><strong>Total Cost (in Rs.)</strong></td>
<td><strong>1600.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

These are indicative costs and they are upper ceiling not to be exceeded.

This expenditure will be borne from the State fund provided to the districts for IEC activities under MJSA.

**NOTE:-** Youth Rally will be organized only if the population of the village is more than 500.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

WOMEN RALLY (village level)

Objectives of the activities:-

1. To create awareness about Women participation in water management.
2. To prepare village plan through water budgeting with help of Women participation.
3. To make a village self sufficient unit in drinking water through sustainable measures.
4. To increase the irrigated area through water conservation.
5. Natural resource management with hydrological unit as a base to develop water, forest and land.
6. Village Women will be encouraged to actively participate in preparation of village action plan as well as during execution.

m. Expected outcomes:-
Women made aware, sensitized and oriented about above issues.

n. Participants:-
Members of Gram Panchayat, local Women, GP level functionaries of Watershed, Water resources, Agriculture, PHED, Local schools, AWWs and ANM, ASHA NGOs, Nehru Yuva Kendra, opinion leaders and Social workers. The participants for each rally will be 100.

o. Responsibility :-District Collector and CEO will be responsible for organizing the event.

p. Rally in each Village:- The Women rally will be organized at village level and Members of Gram Panchayat, local Women, GP level functionaries of Water resources, Agriculture, PHED, Watershed Committee members, NGOs, opinion leaders and Social workers etc will participate in this event. The participants will be assembled at 10. 00 AM at a place decided by GP and thereafter the rally will be flagged off by the Ward panch / Sarpanch. The participants will carry awareness messages on play cards (messages in hindi for banner and play cards which will be prepared at district level). The participants will walk around the main village roads/ street. The rally will conclude at 11.30 AM with the speech of sarpanch /public representative. For the above activities the participants will be briefed by BLOCK OFFICIALS on the MJSA activities.

q. Output: Detailed report of the event will be sent to SDM.
r. **Financial provision:**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Activity</th>
<th>Unit/Qty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banners &amp; Play cards</td>
<td>30 nos.</td>
</tr>
<tr>
<td>2</td>
<td>Refreshment for Participant</td>
<td>100 nos.</td>
</tr>
<tr>
<td>3</td>
<td>Photo &amp; Video</td>
<td>LS</td>
</tr>
</tbody>
</table>

| **Total Cost (in Rs.)** | **1600.00** |

These are indicative costs and they are upper ceiling not to be exceeded.

This expenditure will be borne from the State fund provided to the districts for IEC activities under MJSA.

**NOTE:** Women Rally will be organized only if the population of the village is more than 500.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

RALLY by School Students

a. Objectives of the activities:-
   1. To sensitize the community on sustainability and rain water harvesting.
   2. To generate awareness among children for water conservation.
   3. To orient the community about the judicious use of water and not to waste water.

b. Expected outcomes:-
   Community made aware, sensitized and oriented about above issues.

c. Participants:-
   Members of Gram Panchayat, local community, Local schools, AWWs and ANM, ASHA NGOs, Nehru Yuva Kendra, opinion leaders and Social workers.

d. Responsibility :-District Collector and CEO will be responsible for organizing the event.

e. Rally in each village:- The activities are as follows:-
   The school children rally will be organized at village level and all village level schools will participate in this event. The school children will be assembled at 10.00 AM at senior most school of the village and thereafter the rally will be flagged off by the sarpanch/ward panch/public representatives. The students will carry awareness messages on takhaties (messages in hindi for banner and takhaties to be prepared at district level). The school children will walk around the main village roads/gallies. The rally will conclude at 11.30 AM at pre decided venue with the speech of sarpanch/public representatives.
   For the above activity the school students will be briefed on the communication issues.

f. Output: Detailed report may be sent to SDM.
g. **Financial provision:**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Activity</th>
<th>Unit/Qty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banners &amp; Play cards</td>
<td>30 nos.</td>
</tr>
<tr>
<td>2</td>
<td>Refreshment for Participant</td>
<td>50 nos.</td>
</tr>
<tr>
<td>3</td>
<td>Photo &amp; Video</td>
<td>LS</td>
</tr>
<tr>
<td>4</td>
<td>MJSA CAP for Participant</td>
<td>50 nos.</td>
</tr>
<tr>
<td></td>
<td><strong>Total Cost (in Rs.)</strong></td>
<td><strong>1600.00</strong></td>
</tr>
</tbody>
</table>

These are indicative costs and they are upper ceiling not to be exceeded.

This expenditure will be borne from the State fund provided to the districts for IEC activities under MJSA.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

DOOR TO DOOR VISIT BY THE GRASS ROOT LEVEL WORKERS

a. Objectives of the activities:-
   1. To know the drinking water availability, water quality and water management in the village.
   2. To aware the community on relationship between water quality and health.
   3. To sensitize the community on sustainability and rain water harvesting.
   4. To orient the community about the judicious use of water and not to waste water.

b. Expected outcomes:-
   1. Community made aware, sensitized and oriented about above issues.
   2. Receive the water demand and availability of each house of the village

c. Participants:-
   All members of the households of the village including the main and other habitation of the village.

d. Responsibility :-District Collector and CEO will be responsible for organizing the event.

e. Door to Door Visit:- The activity Door to Door will be organized at village level and all the households of the village will be covered in this event. The team for door to door visit will be constituted at the village level by the SDO. The local team will be oriented by the Block officials for effective outcome of the activity. The house hold level formats will be explained in detailed by the BLOCK OFFICIALS to the local volunteers. (Paid and un paid). Local Team will stay One day in the village. The main work will be as under
   - Awareness among the community for water related issues one to one interaction through the flip charts, pamphlets.

f. Output: Detailed report will be sent to SDM.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

ESSAY and DRAWING COMPETITION (village level)

a. Objectives of the activities:-
   1. To sensitize the community on sustainability and rain water harvesting.
   2. To generate awareness among children for water conservation.
   3. To orient the community about the judicious use of water and not to waste water.

b. Expected outcomes:-
   Community made aware, sensitized and oriented about above issues.

c. Participants:-Students of the schools at village level.

d. Responsibility:-District Collector and CEO will be responsible for organizing the event.

e. Location of competitions:- Senior most school at village headquarter.

f. The communication issues will be as follows:-
   a. Water is limited, do not waste it and use it judiciously.
   b. 90% water supply schemes are based on ground water. Already out of 295 blocks more than 200 have been declared dark zones. A grave water crisis is round the corner therefore every person should save 10 liters of water daily.
   c. Water storage pot should be 1 mtr. Above floor level and it should be covered.
   d. 60% ground water is exploited in agriculture sector therefore to ensure efficient use of water in this sector.
      i. Grow less water consuming Crops like Makka, Bajara, Mustered, Zira and Ayurvedic medicinal plants.
      ii. Use drip and sprinkler for save water.
   e. Water management is every body’s duty so you should participate and contribute in planning, implementation, operation and maintenance of the water supply schemes of your village.
   f. Harvest rainwater and use it for drinking purpose.
   g. Maintain cleanliness around the water sources so that water quality of the source is not adversely affected.


g. School activities (Essay, Painting competition,) in each village

In the senior most School of the village, the essay and painting completion will be organized. The participants will be children’s of all village level schools. The following activities will be organized:-
1. Essay competition  
2. Painting competition

**The topics for the Essay and painting competitions are as follows:**

1. Importance of water conservation in present scenario.
2. Rain water harvesting structures.
3. Methods of judicious use of water and ground water recharge.
4. Do not waste water, water is finite therefore precious.

For the above activities the school students will be briefed on the communication issues. The best three entries in both the categories will be awarded by the Sarpanch/ ward panch/ public representative. The selected painting will be collected from the villages and will be displayed at the block and district level and will be printed for IEC activities.

**h. The committee for deciding the awards:**

- Head master of the senior most school- Chairperson
- Science teacher of the same school- Member
- Drawing teacher of the same school- Member

(If the science and drawing teacher are not available in the school then appropriate replacement to be decided by H.M.)

**i. Output:** Detailed report will be sent to SDM.

**j. Financial provision:**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Activity</th>
<th>Unit/Qty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Drawing Sheets</td>
<td>50 nos.</td>
</tr>
<tr>
<td>2</td>
<td>Colors</td>
<td>50 nos.</td>
</tr>
<tr>
<td>3</td>
<td>Prizes -1st, 2nd &amp; 3rd</td>
<td>6 nos.</td>
</tr>
<tr>
<td></td>
<td><strong>Total Cost (in Rs.)</strong></td>
<td><strong>1500.00</strong></td>
</tr>
</tbody>
</table>

These are indicative costs and they are upper ceiling not to be exceeded.

This expenditure will be borne from the State fund provided to the districts for IEC activities.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

STREET PLAY (NUKKAD NATAK / PUPPET SHOWS)

a. Objectives of the activities:-
1. To sensitize the community on sustainability and rain water harvesting.
2. To generate awareness among children for water conservation.
3. To orient the community about the judicious use of water and not to waste water.

b. Expected outcomes:-
1. Community will be made aware, sensitized and oriented about above issues.

c. Participants:-
All villagers.

d. Responsibility:- District Collector and CEO will be responsible for organizing the event.

e. STREET PLAY/PUPPET SHOWS:- The Street play/Puppet show will be organized by the professional team. The members in the team will be at least four (Strictly). The street play will be organized at the main Chouraha / Bus stand / Public place of the village. The themes of the street play/puppet show will be related to water conservation activities/ MJSA/ awareness for rainwater harvesting/ adoption of appropriate crops and other related issues for water conservation/storage.

f. Output: Detailed report of the event may be sent to SDM.

g. Financial provision:- A provision of Rs. 1500/- per village per day will be kept for puppet show and Rs. 3000/- per village per day has been kept for Nukkad Natak. This expenditure will be borne from the State fund provided to the districts for IEC activities.

NOTE:- If the population of the village is less than 500 only Nukkad Natak will be organized, and if the population of the village is more than 500 than Nukkad Natak and Puppet Show will be organized separately.
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

JAL SWAVLAMBAN RATH (Block level)

a. **Objectives of the activities:-**
   1. To sensitize the community on sustainability and rain water harvesting.
   2. To generate awareness among children for water conservation.
   3. To orient the community about the judicious use of water and not to waste water.

b. **Expected outcomes:-**
   Community made aware, sensitized and oriented about above issues.

c. **Participants:-**
   Members of Gram Panchayat, local community, block and GP level functionaries of all line Departments, Local schools, AWWs and ANM, ASHA NGOs, Nehru Yuva Kendra, opinion leaders and Social workers.

d. **Responsibility** :-District Collector and CEO will be responsible for organizing the event.

e. **Rath visit in each block:-** The Rath visit will be organized at all villages of each block and all participants mentioned above will participate in this event. The participants will assemble at 10.00 AM at Block/GP/Village at pre decided venue and thereafter all IEC material will be displayed among the community. The meeting will conclude with the speech of Pradhan / sarpach / public representative. For the above activities the participants will be briefed by BLOCK OFFICIALS on the communication issues of **MUKHAMANTRI JAL SWAVLAMBAN ABHIYAN**.

f. **Output:** Detailed report will be sent to SDM.

g. **Financial provision:-** A provision of Rs. 63710/- per block will be kept for this activity. This expenditure will be borne from the State fund provided to the districts for IEC activities.
## ESTIMATE for JAL SWAWLAMBAN RATH

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Activity</th>
<th>No. of Units (Days/No.)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rent of the Vehicle (Probably Tata Magic or equivalent type)</td>
<td>7</td>
<td>The activity will be conducted for 5 days. The Vehicle will be hired for seven days as the preparatory work like fabrication and installing IEC material will take two days.</td>
</tr>
<tr>
<td>2.</td>
<td>Fabrication Charges</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Volunteers</td>
<td>1</td>
<td>The volunteers will accompany the Rath for 5 days for support in displaying and distributing IEC material</td>
</tr>
<tr>
<td>4.</td>
<td>Laptop, LED</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Mike and Sound System</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Banner</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Rs.</strong></td>
<td><strong>61500.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

## ESTIMATE for IEC MATERIAL

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Activity</th>
<th>No. of Units (Days/No.)</th>
<th>Quantity</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Sun Boards</td>
<td>Size 6’x6’ = 36 Sq. Ft.</td>
<td>2</td>
<td>The designed sun boards will be installed on two side of the Rath displaying messages related to water savings etc.</td>
</tr>
<tr>
<td>2.</td>
<td>Audio CD</td>
<td></td>
<td>1</td>
<td>One time cost</td>
</tr>
</tbody>
</table>

|                                                                 | Total Rs. | 2210.00 |

|                                                                 | GRAND TOTAL | 63710.00 |
“MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN”

One Day State Level Workshop of State level Heads of all Social Groups

a. **Objectives of the workshop**
   - To create awareness about community participation in water management.
   - To express need of MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN.
   - To make a village self sufficient unit in drinking water through sustainable measures.
   - To increase the irrigated area through water conservation.
   - Natural resource management with hydrological unit as a base to develop water, forest, land.
   - To encourage groups to contribute towards MJSA

b. **Expected outcomes:-**
   o Participation of social groups to contribute in way of cash, kind or adopting a village or a particular work in a village.
   o Community will be made aware, sensitized and oriented about above issues.

c. **Participants:-**
   - Representative of Social groups of state
   - Representative of various Social & Religious Trusts , NGO etc.

d. **Responsibility** :- Event will be organize by the department authorized by the State government.

e. **Output:** Detailed report will be submitted by the host department.

f. **Financial provision:-** A provision of Rs 4.50 Lakhs has been kept for this activity at State level. This expenditure will be met under the funds available under IEC head.
"MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN"

One Day State Level Workshop of Corporate Houses

a. **Objectives of the workshop**
   - To create awareness about community participation in water management.
   - To express need of MUKHYA MANTRI JAL SWAVLAMBAN ABHIYAN.
   - To make a village self sufficient unit in drinking water through sustainable measures.
   - To increase the irrigated area through water conservation.
   - Natural resource management with hydrological unit as a base to develop water, forest, land.
   - To encourage groups to contribute towards MJSA

b. **Expected outcomes:-**
   - Participation of social groups to contribute in way of cash, kind or adopting a village or a particular work in a village.
   - Community will be made aware, sensitized and oriented about above issues.

c. **Participants:-**
   - Representative of Corporate Houses
   - Representative of State level Trade Organizations, Mining Organization, Chamber of Commerce & Industries etc.

d. **Responsibility:-** Event will be organized by the department authorized by the State government.

e. **Output:** Detailed report will be submitted by the host department.

f. **Financial provision:-** A provision of Rs 4.50 Lakhs has been kept for this activity at State level. This expenditure will be met under the funds available under CSR head.
## IEC Activities at State and Village Level

### Year 2015-16 (for 3270 Targeted Villages)

<table>
<thead>
<tr>
<th>S.N O</th>
<th>Detail of activity</th>
<th>Unit</th>
<th>Unit cost</th>
<th>Estimated cost</th>
<th>Remarks</th>
<th>HEAD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td><strong>STATE LEVEL ACTIVITIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Orientation workshop at State level for Corporate houses representative of FICCI, Chamber of commerce &amp; Industries, Traders Organizations, Mining Organizations etc.</td>
<td>150</td>
<td>3000</td>
<td>4.50</td>
<td></td>
<td>CSR</td>
</tr>
<tr>
<td>2</td>
<td>Orientation workshop at State level heads of Social Groups, NGO etc.</td>
<td>150</td>
<td>3000</td>
<td>4.50</td>
<td></td>
<td>IEC</td>
</tr>
<tr>
<td>3</td>
<td>News papers ads</td>
<td>LS</td>
<td>LS</td>
<td>50.00</td>
<td>Publicity through electronic media</td>
<td>IEC</td>
</tr>
<tr>
<td>4</td>
<td>Electronic media plan</td>
<td>LS</td>
<td>LS</td>
<td>300.00</td>
<td>Short animation films will be prepared through professional film makers.</td>
<td>IEC</td>
</tr>
<tr>
<td>5</td>
<td>Social media (web design, Face book, u-tube, SMS, what app messages)</td>
<td>LS</td>
<td>LS</td>
<td>10.00</td>
<td></td>
<td>IEC</td>
</tr>
<tr>
<td>6</td>
<td>Installation of hoardings</td>
<td>165</td>
<td>0.15</td>
<td>24.75</td>
<td>five hoardings at district headquarter of size (10’x6”)</td>
<td>IEC</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td><strong>DISTRICT LEVEL ACTIVITIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Workshop of NGO, Social community/youth forum, Retired army, central govt. Persons etc.</td>
<td>33</td>
<td>0.24</td>
<td>7.92</td>
<td>One day workshop at district level</td>
<td>TRG</td>
</tr>
<tr>
<td>2</td>
<td>Workshop for corporates Rotary and lions, chamber of commerce and industries etc.</td>
<td>33</td>
<td>0.24</td>
<td>7.92</td>
<td>One day workshop at district level</td>
<td>IEC</td>
</tr>
<tr>
<td>3</td>
<td>Installation of hoardings</td>
<td>165</td>
<td>0.15</td>
<td>24.75</td>
<td>Five hoardings at district headquarter of size (10’x6”)</td>
<td>IEC</td>
</tr>
</tbody>
</table>

**Sub Total State Level-B** 669.00

**Sub Total District Level-B** 40.59
### C Village level activities

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Activity Description</th>
<th>Resource</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Community rally in each village</td>
<td>3270</td>
<td>0.016</td>
<td>52.32</td>
</tr>
<tr>
<td>2</td>
<td>Youth rally in each village</td>
<td>1635</td>
<td>0.016</td>
<td>26.16</td>
</tr>
<tr>
<td>3</td>
<td>Women rally in each village</td>
<td>1635</td>
<td>0.016</td>
<td>26.16</td>
</tr>
<tr>
<td>4</td>
<td>Rally by school student</td>
<td>3270</td>
<td>0.016</td>
<td>52.32</td>
</tr>
<tr>
<td>5</td>
<td>Essay and drawing competition</td>
<td>3270</td>
<td>0.015</td>
<td>49.05</td>
</tr>
<tr>
<td>6</td>
<td>Nukkad natak</td>
<td>3270</td>
<td>0.03</td>
<td>98.10</td>
</tr>
<tr>
<td>7</td>
<td>Puppet show</td>
<td>1635</td>
<td>0.015</td>
<td>24.53</td>
</tr>
</tbody>
</table>

**sub total village level activities-C** = 328.64

### D BLOCK LEVEL ACTIVITIES

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Activity Description</th>
<th>Resource</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JAL SWAVLAMBAN RATH</td>
<td>295</td>
<td>63710</td>
<td>187.94</td>
</tr>
<tr>
<td>2</td>
<td>Installation of hoardings</td>
<td>295</td>
<td>0.15</td>
<td>44.25</td>
</tr>
</tbody>
</table>

**sub total block level activities-D** = 232.19

**TOTAL A+B+C+D** = 1270.42

### ABSTRACT FOR FUNDING HEAD

<table>
<thead>
<tr>
<th>S.N.</th>
<th>RESOURCE</th>
<th>STATE</th>
<th>DISTRICT</th>
<th>BLOCK &amp; VILLAGE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CSR</td>
<td>4.50</td>
<td></td>
<td></td>
<td>4.50</td>
</tr>
<tr>
<td>2</td>
<td>IEC</td>
<td>664.50</td>
<td>24.75</td>
<td>560.83</td>
<td>1250.08</td>
</tr>
<tr>
<td>3</td>
<td>TRAINING</td>
<td>15.84</td>
<td></td>
<td></td>
<td>15.84</td>
</tr>
</tbody>
</table>

**TOTAL** = 669.00

<table>
<thead>
<tr>
<th>BLOCK &amp; VILLAGE</th>
<th>STATE</th>
<th>DISTRICT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.59</td>
<td>560.83</td>
<td></td>
<td>1270.42</td>
</tr>
</tbody>
</table>