

## Capacity Building in Communication and Participatory Research for Effective DWS Programme Management and Implementation (9-11 June, 2015)

..... *Involving Community for Change* .....

***Money is not a Issue, Sanitation is a “issue”, says Sarpanch of Village Dhanawas***

The third round of three-day training workshop was organized for the officials working in various State departments of Drinking Water and Sanitation (DWS). This workshop aimed to strengthen the water and sanitation programmes in various regions of the country by equipping the participants with the latest approaches and methods of communication and participatory research. The aim of the training was to share and discuss the appropriate approaches to bring about behavioral change in the community by engaging and mobilizing them in the process of development.

Twenty officials from various departments of Water Supply and Sanitation (WSS), Communication and Capacity Development Units (CCDU), Public Health Engineering Department (PHED), and Swachh Bharat Mission from Maharashtra, Bihar and the North eastern states of Meghalaya, Manipur and Nagaland participated in this workshop. The participants working as engineers and IEC Consultants /experts in their respective department, learned and identified work areas where newly learnt skills and knowledge could be applied. They had varying duration of service career, experience and nature of work.

The inauguration of the workshop began with an overall brief about the programme, workshop objectives and addressed the need for such capacity building workshops to enhance the communication skills of the planners and implementers in improving the efficacy of the Government programmes. The communication experts elaborated on the expected learning /outcomes of the training sessions.

The session on “**Communication for Participatory Community Engagement and Sustainable Collaboration**” emphasized the need to change our perspectives (*Dhristikone*) about a situation pertaining to our work and the community to understand the ground level realities and for situation analysis. Besides introducing the need for improving communication skills, this session dealt with effective ways of Interpersonal Communication (IPC) to work with communities in an emphatic manner.

In the current scenario, research has emerged as an essential tool to understand the ground level situation for customized planning and implementation. It was necessary to familiarize the participants to the **Role of Research in Water and Sanitation programme**. Identifying communication needs and barriers in dealing with water and sanitation issues becomes a compelling reason for any planning and programme improvement. Understanding of how research is a key to assessing behavioral dimensions of communities, culture and individuals and best practices related to communication planning and management of water and sanitation programme were discussed. It was emphasized that there is an underlining need to link the behavior change with the consequences. The finding of the research shows that

there is substantial misinformation about the latrines and their use in the rural India and communication can focus on dispelling this misinformation.

The **New Media and Digital technology** available to us today can become effective tools for Participatory Research. Among the new digital tools available in the market, usage of e-maps was explained and elaborated during the sessions. With the introduction of new technologies, data collection, analysis and presentation have become handy, some of the softwares are readily available for free usage. The participants were given hands-on-training to prepare 'My maps' which can be used for resource mapping during field visits. Computer labs were used to prepare the village e-maps for understanding the actual location and identifying the coverage of facilities.

The practical aspects of carrying out the 'Participatory Research Methods and tools in the field such as methodical approach of gathering primary data in conducting community need assessment, situation analysis were also covered. The session stressed on understanding the usefulness of PRA for programme planning and implementation at grassroots.



On the second day of the workshop, the field exercise was carried out in the village of Dhanawas in Farukhnagar block of Gurgaon district, Haryana, to understand the water and sanitation issues at the community level and use of participatory research tools to collect data and information. The field activity provided experience of/use of participatory research methods comprising of Transect Walk, Focus Group Discussion and In-depth Interviews, observation techniques, resource mapping and social mapping. The participants interacted with the opinion leaders and the local community members to assess the facilities, resources, challenges and best practices in the villages.

In-depth interviews were conducted with the Sarpanch of Village Dhanawas, Block and Cluster Coordinators of Farukh nagar block, community women and men folk and other opinion leaders like elders, government officials, businessmen and teachers of the village. Methodical approach was used to understand the ground level realities of the village like socioeconomic, political, historical and cultural determinants related to the problems and

best practices, interest level of the community resource persons and the extent of community engagement in the village issues and dependency on the government machinery for community needs.

The third day sessions provided orientation to the process of compilation, interpretation and presentation of information/data collected on issues like social, individual and operational barriers, availability of resources and its use, community awareness on water use, conservation, sanitation, campaigns and programmes on drinking water and sanitation.

**“Macro to Micro Data for Analysis for Planning and Implementation of Communication Programmes”** session to provided a critical appraisal of various sources of macro and micro data, related to different social issues and the much needed techniques to understand the data quality and its reliability, relevance of the published research and its reliability when using them for planning purposes. All these aspects of data and social research were explained with the best and suitable examples from water and sanitation programme.

Emphasis was also laid on the importance of generating the field data and analysis for greater understanding of water and sanitation issues and why there is a need to generate micro level data. The participants analyzed the collected information/data to identify problems and list out the barriers, resources, highlights the issues and best practices of drinking water, sanitation and toilets in the villages. The groups presented their learning in the form of power point presentation, resource and social mappings of the rural area they had visited. The group presentation used the **e-maps** by using e-maps application in limited time period to showcase variety of problems in the village. The group activity and presentations highlighted the learning of PRA research tools in the field.

The group activity involved construction of problem and solution tree from the data and information gathered through PRA methods. The groups zeroed in to a specific issue from a spectrum of water and sanitation issues prevalent in the village which was worked upon further to formulate an action plan. They also



identified the areas that would require community participation and engagement. The action plans as ‘solution matrix’ reflected the grasp and understanding of the participants on the issues of water and sanitation. The presentations were reviewed followed by the constructive criticism to ascertain the understanding of the participants of the issue and involvement of group members.

**Community Radio as a Partner**

The Community Radio team of IIMC played an active role in recording the views and opinions of community resource persons on key issues of water and sanitation which will be used to prepare a radio programme to be broadcast for Apna Radio of IIMC.

In the concluding session, Director General, IIMC encouraged the participants to link up their participatory research training with the process of development in their respective areas for effective service delivery at the grassroots level. The workshop concluded with the distribution of certificates to all participants and filling of post evaluation and feedback forms.

**Profile of participants**

Sl.No.	Name of the participant	Designation	District/State
1	Mr. Sachin Jadhav	DPM, DWSM	Solapur, Maharashtra
2	Mr. Hanumant Gadge	IEC consultant	Osmanabad, Maharashtra
3	Mr. Sachin Adsul	IEC consultant	Pune, Maharashtra
4	Mr. Udhav Fad	IEC Expert	Latur, Maharashtra
5	Mr. Ram Sharngare	IEC consultant	Washim, Maharashtra
6	Mr. Dinesh Gadge	IEC consultant	Amravati, Maharashtra
7	Er. Wonjanbeni Odyuo	SDO, WSSO	Kohima, Nagaland
8	Smt. Adi Nakhro	IEC consultant	Kohima, Nagaland
9	Smt. Asono Kezio	IEC consultant	Kohima, Nagaland
10	Sh. Shankar Shambhu	District coordinator,	West Champaran, Bihar
11	Sh. Ranjeet Kumar Sah	District Coordinator,	Sheikhpura, Bihar
12	Rishikesh Kumar	Assistant Engineer	Bihar
13	Raj Kumar Somio	State consultant, HRD	Imphal, Manipur
14	Mr. S. S. Joel Kanei	Assistant Engineer	Imphal, Manipur
15	Sri Mark West Kharkongor	M&E consultant, SBM	Shillong, Meghalaya
16	Ms. Eititi lang Sumer	Assistant Coordinator	Shillong, Meghalaya
17	Smt. Wendy Mizzi Nongkynrih	Assistant Coordinator	Shillong, Meghalaya
18	Mr. Sunior Starborn Nongbri	Master Trainer	Shillong, Meghalaya
19	Mr. Phernaki Sumer	Master Trainer	Shillong, Meghalaya
20	Mr. Jonathan Sunn	Master Trainer	Shillong, Meghalaya

