

# IEC for JJM in Assam

By

Date: December 09, 2021



# Agenda



Water situation in Assam

IEC plan for JJM in Assam

IEC activities undertaken

Physical and Financial progress

Key challenges

Enablers for IEC in JJM

# Water situation in Assam

# Overview of water resources in Assam

## Ground water status

a

The Fluoride affected (>1.5 mg / L) districts of Assam are Goalpara, Kamrup, Karbi Anglong, and Nagaon #

b

There are 18 Iron affected (>1.0 mg / L) districts of Assam - Cachar, Karbi Anglong, Morigaon, Sonitpur etc. to name a few #

c

The Arsenic affected (0.01 to 0.05 mg / L) districts of Assam are Golaghat, Jorhat, Lakhimpur, Nagaon, Sibsagar and Sonitpur \*\*\*

d

Total Annual Groundwater Recharge for Assam has decreased from 32.11bcm in 2013 to 28.67bcm in 2017 \*\*\*

\* as per 5<sup>th</sup> MI Census Report (2013 - 14)

\*\*Dept. of Irrigation, Govt. of Assam

\*\*\* Dynamic Ground Water Resources 2017

#State Profile - Assam, CGWB



### High dependence on ground water sources

- Around 97%<sup>1</sup> of the total schemes and 84%<sup>1</sup> of the PWS are dependent on ground water sources



### High prevalence of diarrheal diseases

- As per National Health Profile 2019, there were 239 diarrheal deaths in 2017, while in 2018 the deaths due to diarrhea was 439 <sup>2</sup>
- The number of diarrhea patients in 2017 was around 1.65 lakh which increased to 2.34 lakh in 2018 <sup>2</sup>

<sup>1</sup>IJM IMIS reports

<sup>2</sup>Central Bureau of Health Intelligence, "National Health Profile 2018"

# IEC Plan for JJM in Assam



# IEC Activity Plan for JJM in Assam

## Targeted IEC Activities

Inter-personal communications

Announcements in villages

Wall writings

Community level meetings,  
Focus Group Discussions

Participatory Rural Appraisal

## Mass IEC Activities

Hoardings in all districts

Bus branding

TV Spot - on

Radio broadcasts

Newsprints

Social media outreach

# IEC Activity Plan for JJM in Assam

The activities has been planned keeping in view the following aspects:

**Create** messages in a way that are relevant, accurate, matches the understanding of the target group

Disseminate the messages so that it inculcates **actions** amongst the community as they are the decision makers

**Analyze** the feedback of IEC interventions from the facilitators (IEC Coordinators, ISAs)

**Customize** the IEC messages as per the need of the community and as per the status of scheme

Audience

Approach







Message

IEC activities undertaken for JJM in Assam







# IEC Activities accomplished for JJM in Assam

## Mass IEC Activities

	Hoardings across all districts	100+
	Bus Branding	75 per month
	TV - Spot on	15 days
	Radio Broadcasts	AIR - Everyday since last 2 months FM - Broadcasts on 15 <sup>th</sup> Aug & 2 <sup>nd</sup> Oct
	Newsprint	On special days like World Water Day, 15 <sup>th</sup> Aug, 31 <sup>st</sup> Aug, 2 <sup>nd</sup> Oct in at least 10 newspapers in various languages
	Social media	Daily updates on Facebook, Twitter & Instagram

# IEC Activities accomplished for JJM in Assam

Targeted IEC Activities		Inter-personal Communication (IPC)	3,40,000
		Announcements	3,179
		Wall writings	170 and ongoing
		Community level meetings, Focus Group Discussions	20,000
		Participatory Rural Appraisal (PRA)	5,000

# IEC Activities accomplished for JJM in Assam – snapshots



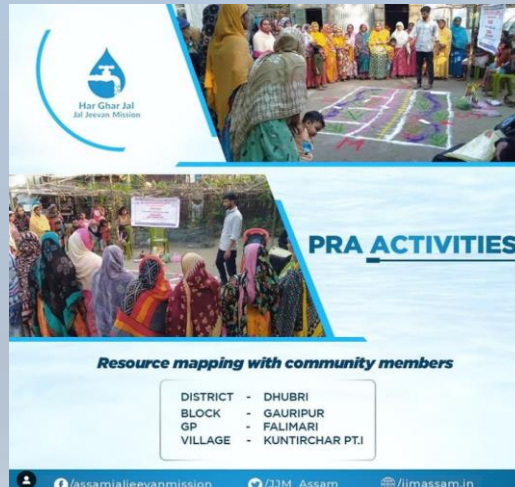
Hoardings across all districts



Bus Branding



Newsprint



Social media



## JJM Social Media Growth & Achievement

As on 01/09/2021 - 759

As on 10/11/2021 - 2045

Growth Percentage - 62.8 %



# Social Media Activities undertaken for JJM in Assam – snapshots

জল জীবন মিলান অধীন  
ঘরে ঘরে টেপ সংযোগের কার্যক্রমে  
খোদোপানী যোগান

২০২৪ সালের মধ্যে  
**৬৩,৩৫,০১৫**  
ঘরোয়া টেপ সংযোগ  
৩০/১০/২০২১ অবধি  
**১৫৬০০**  
সর্বমোট জল সরবরাহ  
**১৫,৩৬,৭৫৫**

Source: [ajm@assammission.org](#)

Household Tap Connections for  
Drinking Water Supply  
under JJM

Total target within 2024  
**63,35,015** nos.

Household Tap Connections  
On 30/10/2021  
**15600**  
Total till date  
**15,36,755**

Source: [ajm@assammission.org](#)

Updates on Facebook

Jal Jeevan Mission Assam @JJM\_Assam · Nov 29

Under the ambitious project of #JJM, a focus Group Discussion was held today at Bhur Bandha village under Bhur Bandha GP in Morigaon district under the aegis of the respective ISA empanelled for this purpose.

#JalJeevanMission #HarGharJal



District: Morigaon, Block: Bhur-Bandha  
GP: Bhur-Bandha  
Village: Bhur-Bandha

FOCUS GROUP DISCUSSION

Ministry of Jal Shakti | AmritMahotsav and Jal Jeevan Mission

Ranjeet Kumar Dasa @RanjeetkrDasa · Nov 27

It's the smiles that count

#JJM is changing lives & our real testimonies are people's affirmations.

Jal Jeevan Mission Assam @JJM\_Assam · Nov 27

These happy faces tell us a story of profound joy to access drinkable water at their door step. The joy to witness dream come true, success of Our Mission. 🥰



Updates on Twitter

Har Ghar Jal Jal Jeevan Mission




**PRA ACTIVITIES**

Resource mapping with community members

DISTRICT	- DHUBRI
BLOCK	- GAURIPUR
GP	- FALIMARI
VILLAGE	- KUNTIRCHAR PT.I

Source: [assamjaljeevanmission](#) | [JJM\\_Assam](#) | [jjmassam.in](#)

Har Ghar Jal Jal Jeevan Mission



**Gram Sabha**

Formation of VWSC/ Water Users' Committee

Dist	- Nagaon
Block	- Batadraba
GP	- Saharia
Vill	- Bata Bari

Updates on Instagram

# ISA – IEC Convergence

- As of date 38 ISAs are operational covering all districts in Assam - around 1300 ISA staff are engaged



- The ISAs are actively guided by the IEC coordinators at the district level
- This convergence has led to some good results



# IEC Activities accomplished for JJM in Assam – snapshots



IPC



Miking



Wall writings



Community meetings, FGD



Participatory Rural Appraisal



# IEC – Results achieved : Case study from Sivasagar District

- *40 Villages under eight Gaon Panchayats in Sivasagar District were facing water scarcity*
- *As these villages are in the border area of the district, they did not have sufficient land construction of PWSS*
- *The ISA operating in the area, Gramin Vikas Trust (GVT) and the IEC coordinator had multiple meetings with the villagers, PRI members, and PHED Officials for over one year to resolve the land issue.*
- *The JJM guideline was also translated in Assamese language, summarized and widely circulated to the villagers and PRI members to inculcate the spirit of JJM*



# IEC – Results achieved : Case study from Sivasagar District

- *Ultimately, one family from each of the 40 villages agreed to donate their land for the PWSS in those villages*
- *The legal formalities regarding handing over the land has been completed – the execution of the schemes to start shortly*
- *One member of the families who donated the land will be given the charge of operating the pumps after the schemes are complete and are functional*



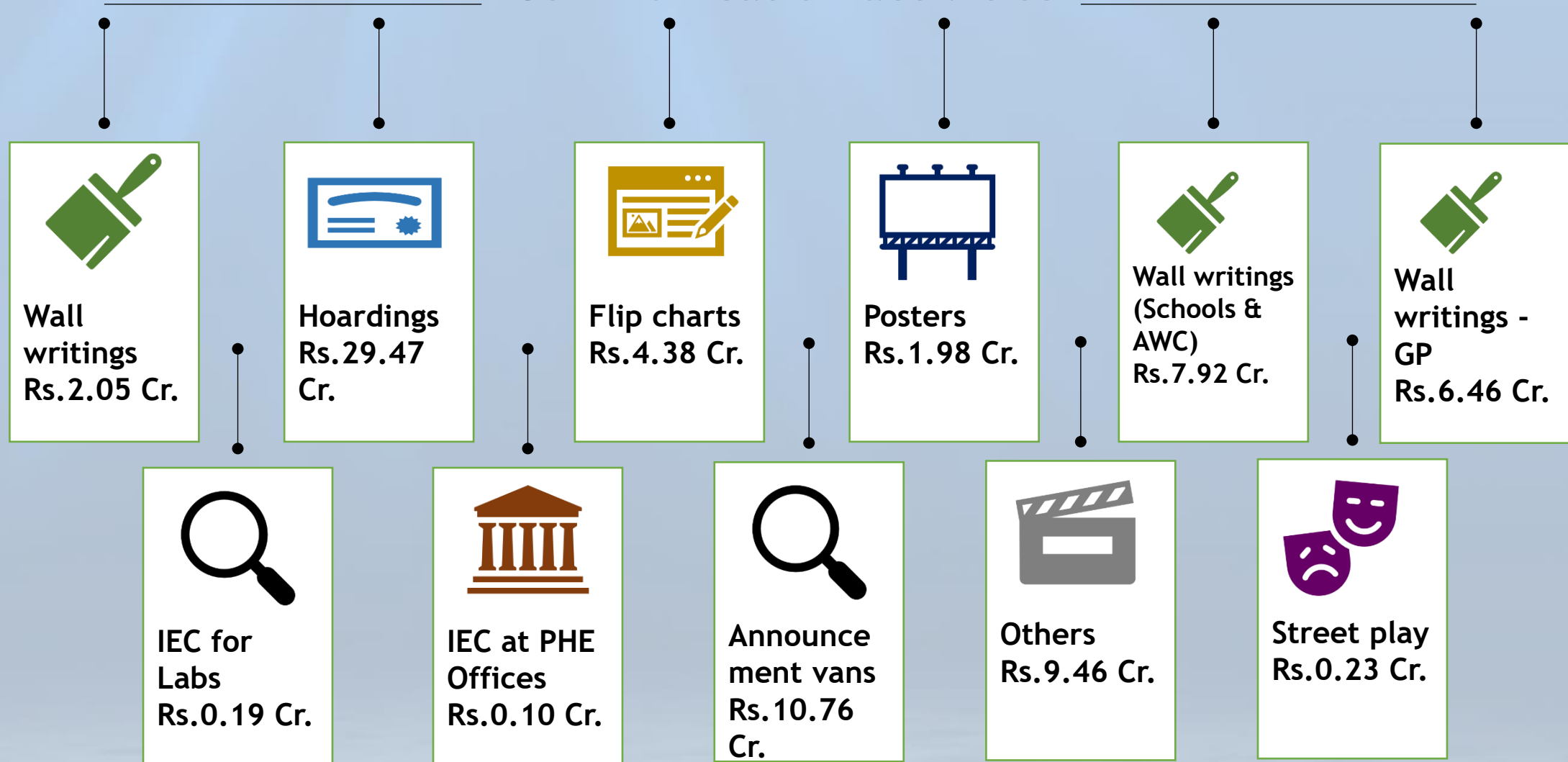
# IEC Plan and Progress under JJM in Assam



# An overview of IEC Plan for JJM in Assam

Total budget : Rs. 73 Cr.

## Communication activities



# An overview of IEC Activities undertaken for JJM in Assam

Hoardings	Bus Branding	TV - Spot on	Radio Broadcasts
100+	75 per month	15 days	Daily
Leaflet printing and distribution	Newsprint	Social media	
1,00,000+	10 newspapers	Daily	
Inter-personal Communication (IPC)	Announcements	Wall writings	
3,40,000	3,179	170 and ongoing	
Meetings / FGD	Participatory Rural Appraisal (PRA)	Awareness amongst Educational Instt.	
20,000	5,000	145	

# IEC – Fund Usage (Mar – Nov 2021)



Video Production-INR 76,49,342



Events & Workshops – INR 2,40,000



Newspapers & Souvenirs – INR 3,77,963



Branding at 110 Railway Stations, 108 Bus Stations and 75 Busses across the state– INR 10,10,75,384



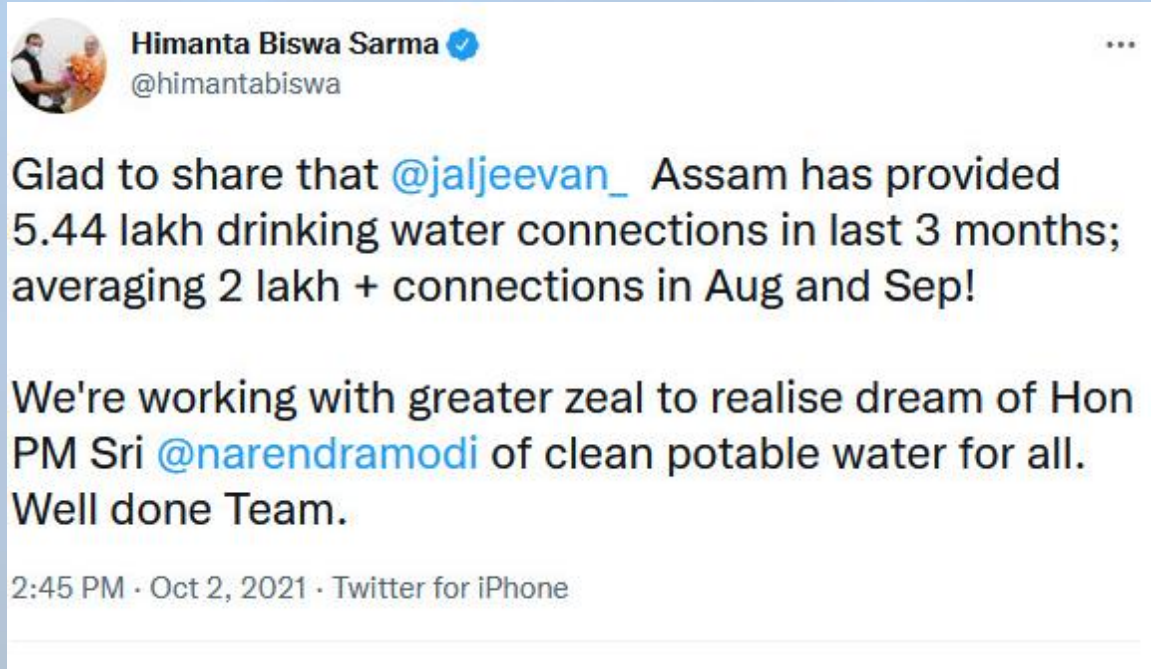
Social Media– INR 2,12,280

**Total expenditure : INR 10.95 Cr.**



# Enablers of IEC for JJM in Assam

# Key enablers of IEC for JJM in Assam



Regular review on JJM by the Hon'ble Chief Minister and his encouraging words are the enabling factors



# Key enablers of IEC for JJM in Assam



Honourable Minister for PHE Assam, Sjt. Ranjit Das reviewing progress of JJM implementation at North Lakhimpur

# Key enablers of IEC for JJM in Assam

State

Mission Director

Addl. Mission  
Director (IEC)

Asst. Mission  
Director (IEC)

SE - PHE (IEC)

State Project  
Specialist (IEC)

District

District IEC  
Coordinators (33)

Implementation  
Support Agencies  
(38)

Block

Jal Mitra (351)

*Enablers at the  
village level*



# Commitment of District IEC coordinator: Case study from Kamrup District

- *People were not willing to participate in IPCs & PRAs activities during sowing season.*
- *However as work was getting delayed District IEC Coordinator participated in the sowing activates herself while explaining people about JJM*
- *The District IEC Coordinator also involved school students in PRA activities in schools so that the messages pass on to the family*



# Challenges IEC for JJM in Assam



# Key Challenges of IEC for JJM in Assam

## Regional diversity

- There are around 20 tribes with distinct language
- Difficult to generate awareness about safe drinking water

## Efforts made

- Messages are customized
- Local resources are engaged

## Social Media

- Twitter & Instagram are prevalent in urban areas
- Facebook although have wide coverage in rural areas but JJM gets less attention

## Efforts made

- Messages are deliberated through school children

## Involvement of PRI

- PRI members are more focused on PWSS infrastructure works
- Less focus on support activities like IEC

## Efforts made

- JJM Assam is associating with Zilla Parishads to sensitize the PRI members for activities like IEC particularly for O&M

# Key Challenges of IEC for JJM in Assam

## Jal Mitras

- Understanding of JJM in the Jal Mitras need improvement
- Have dual responsibility of SBM & JJM
- Need to increase the number of Jal Mitras

## Efforts made

- Trainings planned for Jal Mitras
- Resource materials being prepared for the Jal Mitras

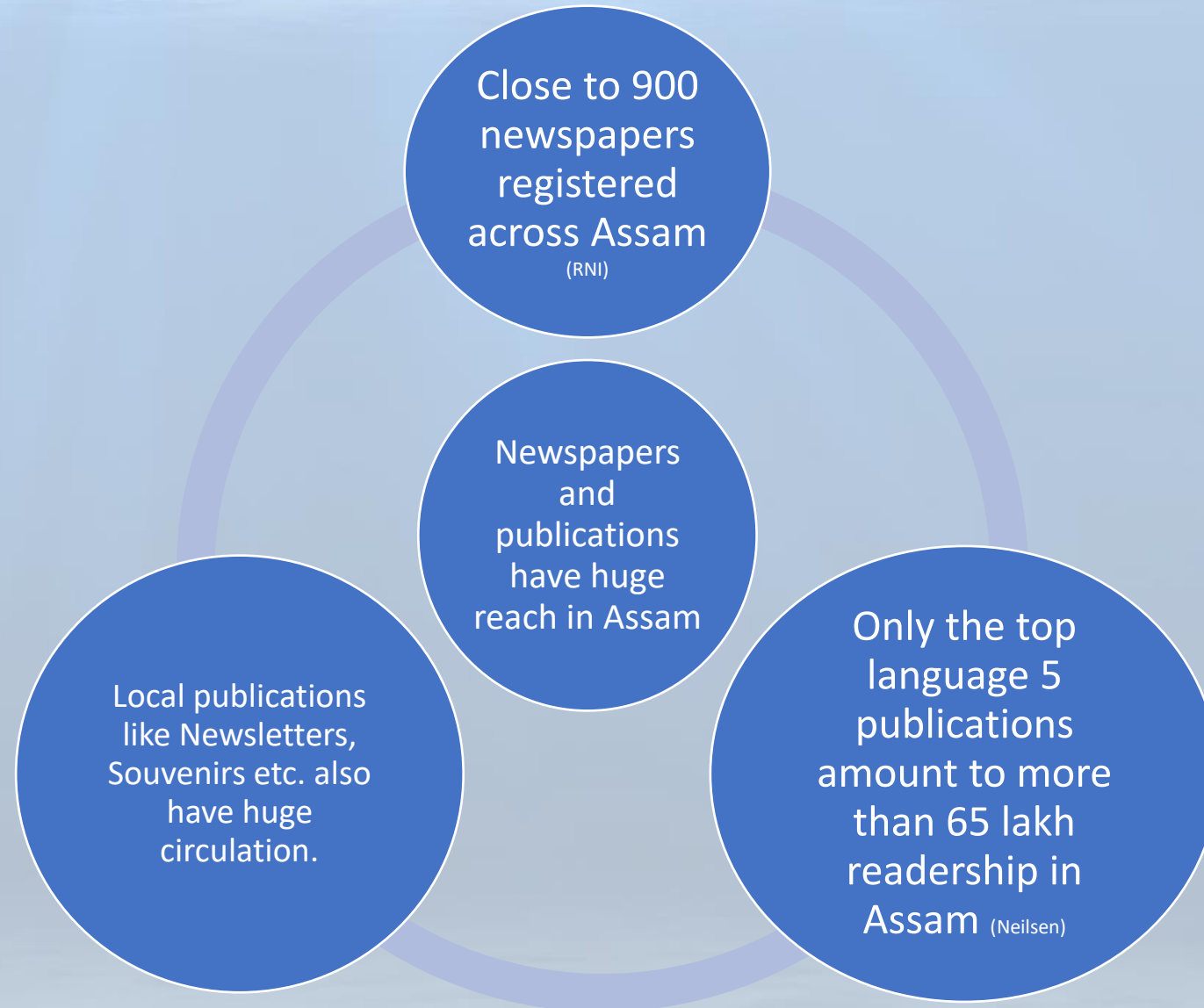
## Pandemic and Elections

- Covid-19 pandemic and the restrictions a major factor for delayed implementation; post-pandemic work started from Sep'2021
- Model Code of Conduct from Feb - May 2021 was also a factor for delayed implementation of IEC activities

## Efforts made

- Efforts are made for hiring more ISAs
- Regular monitoring of the IEC activities by MIC, Addl. Chief Secretary and Mission Director

# Key Challenges of IEC for JJM in Assam



Thank You