

INFORMATION, EDUCATION AND COMMUNICATION Component OF HRD/CB SCHEME

Brief on the objectives of IEC Scheme

The Information, Education and Communication (IEC) Scheme has been launched with the aim of creating awareness among various target groups about the importance of development and management of water resources in a holistic manner with due emphasis on a coordinated effort for addressing various water related issues. The objectives of the scheme are as under:-

- To create awareness for optimal sustainable development, maintenance of quality and efficient use of country's water resources to match the growing demands on this precious natural resource with active involvement of all stakeholders in order to achieve accelerated, equitable, economic development of the country.
- To create awareness for urgent need for mutual cooperation and adopting integrated planning and participatory approach in management.
- To create awareness among the people about necessity of water conservation.
- To promote advocacy on the tenets of National Water Policy with focus on learning, documenting and dissemination of knowledge of water science and technology and issues concerning sustained development of water resources.
- To create awareness about necessity of adopting measures for rainwater harvesting and artificial recharge of ground water to meet present and future needs of water.
- To strengthen awareness infrastructure specially campaign mechanism and support structure.

Mode of operation of IEC Scheme

The mass awareness activities viz. Seminars/ Workshop/ Conferences/ Training Programs on water related topics are carried out primarily through various organisations of the Ministry such as CWC, CGWB, CSMRS, NIH, NWDA, WAPCOS etc. The activities related to electronic and print media publicity campaign are carried out through other Government agencies as Prasar Bharti (Broadcasting Corporation of India), DAVP etc.

To achieve the objective of the Scheme, various activities were undertaken during the year 2016-17. Few of the activities are listed below:-

Participation in Fairs/Exhibitions

i) India International Trade Fair 2016

Ministry of Water Resources, River Development and Ganga Rejuvenation had erected a pavilion in Hall No.7-E in the 36th Edition of India International Trade Fair organized by ITPO in Pragati Maidan from 14th to 27th November, 2016. The pavilion was carrying different exhibitory materials viz. Physical models of various projects/activities, banners, posters etc. depicting various activities, programmes and Projects undertaken by the ten organizations under MoWR, RD and GR. The theme of the pavilion for the year was: "**Pradhan Mantri Krishi Sinchayee Yojana**" (PMKSY) with sub-components consisting of Accelerated Irrigation Benefit Programme (AIBP), Har Khet Ko Pani, More Crop Per Drop, Watershed development. The pavilion was visited by over 1.55 lakh people as recorded by footfall machine.

This year for the Ministries & Departments Pavilion, the Pavilion of MoWR, RD&GR has been adjudged Second for excellence in display and given special appreciation certificate by ITPO, which is a significant achievement for the efforts taken by Ministry and all the organizations involved in the display.

ii) India International Science Festival - 2016

The Ministry participated in India International Science Festival – 2016 at New Delhi from 7th to 11th December, 2016 organized by Ministry of Science and Technology and Earth Sciences through Central Water Commission, Central Ground Water Board, Central Soil and Material Research Station, National Mission for Clean Ganga and National Water Development Agency.

Organisation of Workshops /Seminars/ Conferences

i) INDIA WATER WEEK 2016

The fourth edition of India Water Week was observed from 4th to 8th April, 2016. The theme was "Water for all: Striving together". Israel was associated as the partner country for this mega event.

The Inaugural session of India Water Week was followed by Plenary session and Water Resources Ministers conclave on first day. About 1500 delegates from India and 20 other countries attended the conclave. The event was divided into Seminars (eight nos.), Brainstorming sessions (six nos.), Panel Discussions (seven nos.), Case studies (six nos.) and Side Events (five nos.). These events were held at ITPO, Pragati Maidan. Apart from this, an Exhibition 'Water Expo-2016'

showcasing the technologies and solutions in water resources sector was also organised at Hall No. 9, Pragati Maidan for the benefit of delegates.

ii) BHUJAL MANTHAN-2

The Ministry has organized one day "Bhujal Manthan-2" at Vigyan Bhawan, New Delhi on 29th November, 2016 on the theme 'Aquifer Mapping and Ground Water Management'. The one day interaction was oriented towards addressing the emerging issues related to groundwater and its governance to cope up with the competing demand tools and measure in order to ensure the most efficient use of available resources thereby maintaining sustainability as well as quality. A mobile application named 'Bhujal' was also launched by Hon'ble Minister (WR,RD&GR) during the event.

iii) JAL MANTHAN -3

Jal Manthan-3, organized on 13th January, 2017 at Vigyan Bhawan, New Delhi was a one day event focused on various programmes/ schemes of the Ministry like Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), Participatory Irrigation Management, River Basin Management, Flood Management etc.

ii) Other Events:

- Ø A programme was organized on Dr. Bhimrao Ambedkar's birth anniversary through Central Water Commission at NDMC Convention Centre, New Delhi to highlight 'the contribution of Dr. Bhimrao Ambedkar in Water Sector and discuss Way Forward' on 19th April, 2016.
- Ø A Seminar was organized through Central Water Commission on 'Marching Ahead on Dr. Bhimrao Ambedkar's path for management of Water Sector' on 6th December, 2016 at CWC Auditorium, New Delhi.

Publicity through Print media i.e. newspapers /magazines

- Ø An advertisement was issued on 'Achievement / Schemes of the Ministry' during India Water Week 2016.
- Ø An advertisement on 'Water Conservation and other related areas' was issued in collaboration with Ministry of Drinking Water and Sanitation on 06.5.2016.

Organisation of Training Programmes

Various Workshops and Training Programmes were organized through Central Water Commission and Central Ground Water Board aimed at delivering knowledge regarding efficient Water Management especially through various techniques of artificial recharge to benefit various stakeholders including non government organisations and village Pradhans from across the States / UTs. The trainings were imparted by the officers of Central Ground Water Board, State Governments as well as experts from other institutions.

Painting Competition on Water Conservation

A three tier Painting Competition is being organised since 2010 across the country for 6th, 7th and 8th standard students in three stages, namely, School, State and National Level to spread awareness on water conservation. This year, the School and State Level Painting Competition were successfully conducted across all States/UTs culminating into the 7th National Level Painting Competition, which was conducted on 8th February, 2017 on the theme 'Conserve Water - Secure the Future' at the August Kranti Lawn, India Gate, New Delhi. Around 13 lakh children from 13,500 Schools across India participated in the Painting Competition.