



# Drink from Tap Mission



**COMMUNICATION  
STRATEGY**

A Government of Odisha Initiative



# OVERVIEW

**A Govt of Odisha Initiative:** This is a communication strategy for the Drink from Tap Mission, an initiative of the Government of Odisha to reach everyone with safe drinking water from a tap on-premise in urban localities.

Access to safe drinking water and sanitation is a basic human right. Universal access to clean water and sanitation is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development. Sustainable Development Goal (SDG) target 6.1 calls for universal and equitable access to safe and affordable drinking water. Drinking water services refers to the accessibility, availability, quality, and affordability of water used by households for drinking, cooking, personal hygiene, and other domestic uses. SDG 6.1 categorizes the level of water supply service in the Drinking Water Ladder (Figure 1), with the aim that everyone overtime, has access to safely managed drinking water services.

SAFELY MANAGED	Drinking water from an improved water source which is located on premises, available when needed and free from faecal and priority chemical contamination
BASIC	Drinking water from an improved source, provided collection time is not more than 30 minutes for a roundtrip including queuing
LIMITED	Drinking water from an improved source for which collection time exceeds 30 minutes for a roundtrip including queuing
UNIMPROVED	Drinking water from an unprotected dug well or unprotected spring
SURFACE WATER	Drinking water directly from a river, dam, lake, pond, stream, canal or irrigation canal

Figure 1. Drinking Water Ladder

To provide safe drinking water to all, the Government of India (Gol) has been committed through policies, programmes, and guidelines under various relevant Ministries. For urban areas, Centrally Sponsored Schemes have supported access to safe drinking water, these include, Accelerated Urban Water Supply Scheme (AUWSP)<sup>1</sup> - launched in 1994, Urban development schemes like Jawaharlal Nehru National Urban Renewal Mission (JNNURM)<sup>2</sup> - launched in 2005, and more recently the Atal Mission for Rejuvenation

and Urban Transformation (AMRUT) - launched in 2015. While JNNURM focused on select 63 large cities, the Urban Infrastructure Development Scheme for Small and Medium Towns (UIDSSMT), a component of JNNURM, was introduced to provide support to the remaining smaller cities and towns. AUWSP was subsumed under this.

Presently, for urban, it is mainly AMRUT and Smart City Mission for selected areas in select cities are the key national initiative for improving drinking water services for all and to drive India towards the SDG 6.1 goals.

The service level benchmarks for urban water and sanitation were developed in 2008 to monitor the progress of these schemes. This was introduced during JNNURM and have relevance with the AMRUT scheme also, as the emphasis is on tracking progress and performance through 28 performance indicators on water supply, wastewater management, stormwater drainage, and solid waste management.

Similar to JNNURM, the AMRUT programme aims on providing basic services (e.g. water supply, sewerage, urban transport) to households and build amenities in cities to improve the quality of life for all, especially the poor and the disadvantaged. For water supply systems it includes augmentation of existing water supply, water treatment plants, and universal metering. It also includes rehabilitation of old water supply systems, treatment plants, water bodies specifically for drinking water supply, and recharging of groundwater. So far over 500 cities having a population greater than one lakh (100,000), have been covered under AMRUT.

**Odisha: Ensuring the supply of safe drinking water for all is the key priority of the Government of Odisha (GoO). In the urban context, the state has 114 Urban local bodies (5 - Municipal Corporation, 47-Municipalities, and 62 - Notified Area Council<sup>3</sup>)**

1. AUWSP - launched in 1994 by the Gol for providing water to towns with population less than 20,000 (as per the 1991 census).

2. JNNURM – Launched in 2005 by Gol, first national level performance linked funding support to cities for infrastructure and basic services to urban poor.

3. As per 74th amendment of constitution of India, Urban local bodies are categorized in three level:

**Municipal Corporation:** State government formed departments that works for the development of a metropolitan city, which has a population of more than 1 million. | **Municipality:** An urban local body that administers a city of minimum population of 100,000 but less than 1,000,000. However, there are exceptions to that. | **Notified Area Council (NAC):** A settlement in transition from rural to urban, and therefore a form of an urban political unit comparable to a municipality. An urban centre with more than 11,000 and less than 25,000 inhabitants is classified as a Nagar Panchayat.

In addition to the Centrally Sponsored Schemes that support water supply in urban areas, the Government of Odisha has been giving priority to improve the drinking water supply to the urban and rural people in terms of potability, adequacy, convenience, affordability, and equity on a sustainable basis.

As per the Odisha Drinking Water Supply Policy-2013, the Government of Odisha is committed to ensuring universal access to the potable pipe water supply at an affordable cost to residents of urban areas by 2026. The GoO has further revised the timeline and set it to 2019-20 to ensure pipe water supply to all households in urban areas. The Housing and Urban Development Department has taken several initiatives to increase the per capita use of drinking water to 70-135 liters in many urban areas.

The government of Odisha has its dedicated program Buxi Jagabandhu Assured Water Supply to Habitations (BASUDHA) scheme, which was launched in 2017-18, to make several improvements in the drinking water supply situation in Odisha. The Basudha covers both urban and rural areas, the scheme aims to provide adequate safe water to people for drinking and domestic purposes on a sustainable basis.

## SITUATIONAL ANALYSIS

- With a population of over a billion people, India is home to **17 per cent** of the world's population. As per the 2011 census, **31.16 per cent (377.10 million)** of India's population lives in urban areas
- The JMP Report (2017) estimates that out of India's total urban population, **95.1%** has access to safe drinking water and **68.7%** to piped water supply.
- **18 per cent** of the above urban population (i.e. about **65.49 million people**) lives in slums of India
- As per Census 2011, piped sewer systems are only available to **32.7 per cent** urban households in India

## PERFORMANCE AGAINST SDG INDEX

According to the SDG index, Odisha<sup>4</sup> has significantly shown improvements in SDG 6, and among the front runners with improvement in score from 46 (2018) to reach at 85 in 2019<sup>5</sup>.

The Odisha SDG Index data is shown in Figure 2:



**Figure 2. SDG Index 2019-20 NITI Aayog**

	2018	2019
Households having improved source of drinking water (%)	-	91.2
Rural households with individual household toilets (%)	53.58	100 ↑
Urban households with individual household toilets (%)	-	45.42
Districts verified to be ODF (%)	3.33	100 ↑
Schools with separate toilet facility for girls (%)	-	98.24
Industries complying wastewater treatment as CPCB (%)	-	91.71
Blocks over-exploited (%)	0	91.2

4. SDG India Index and Dashboard 2019-20, National Institution for Transforming India (NITI Aayog)

5. GOI had identified Seven indicators with target to 100% to measure performance for the Goal 6. In SDG index.





## WATER SUPPLY SITUATION IN URBAN ODISHA

The state's water monitoring systems estimate that 68.74% of households have access to piped supply in urban areas<sup>6</sup>. 19% of ULBs covered with 100% piped water supply ranged graph below show the status of water supply across the 104 ULBs (as of August 2020).

Chart 1. ULBs in Percentage by coverage range



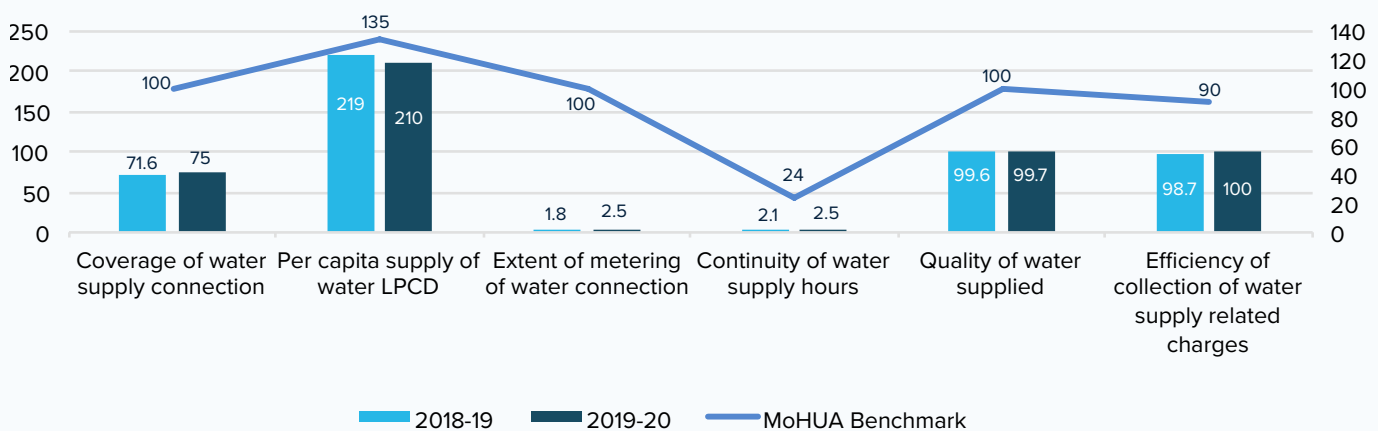
Table 1. Water supply Situation: Urban Odisha

	June 2020
Urban Local Body (Total)	114
Total Demand (In MLD)	1,750.34
Quantity Supplied by PWS (In MLD)	1,816.46
Population Served by PWS	90,71,324
Average supplied (in LPCD)	200.24
Average Hour of Supply (in hours)	0.45
Coverage by PWS (In %)	68.74

## STATUS OF WATER SUPPLY IN BHUBANESHWAR AND PURI

The pilot of DRINK FROM TAP is being done in Bhubaneswar and Puri. The water supply related Service Level Benchmarks<sup>7</sup> for these two cities are shared below.

Chart 2. Service level Benchmark for water supply in BMC



As per service level data for the two cities, the water supply connections coverage remains at 71.61% in 2018 for Bhubaneswar and 76% for Puri against the MoHUA benchmark of 100%. The average water supply was a high of 219 LPCD for Bhubaneswar and 125 LPCD for Puri against the 135 LPCD Benchmark desired by MoHUA. In this context is important to note that the extent of Non-Revenue Water (NRW) is fairly high in

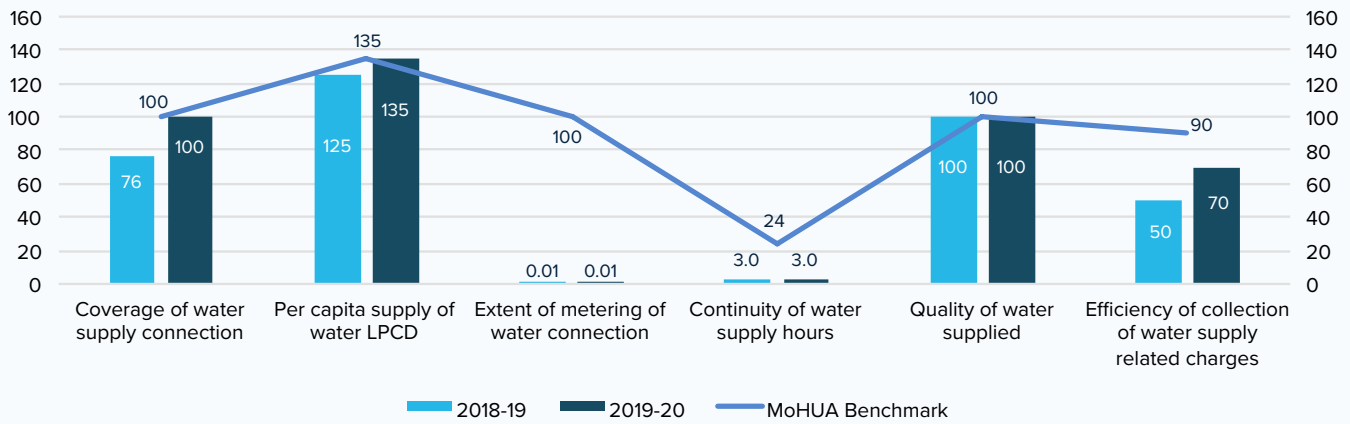
Bhubaneswar at 57% and closer to the norms in Puri at 24%, where the expected norm for NRW is 20%. The average 2.12 hours daily water supply in Bhubaneswar and 3 hours water supply in Puri is ensured in 2018-19 against the 24 hours benchmark of MoHUA. The quality of water supplied and the efficiency of complaint redressal at the standard prescribed and even better for Puri at 100% for both these parameters.

6. Integrated SMART Water Information Management System, Govt of Odisha, <http://swims.nic.in/>

7. Department of Housing and Urban Development, GoO

# STATUS OF WATER SUPPLY IN BHUBANESHWAR AND PURI (CONT.)

Chart 3. Service level Benchmarks for water supply in PURI



It is understood that treated water via intermittent supply, does have challenges of quality by the time it reaches households. 24-7 aims to address this challenge by ensuring pressure in the lines to avoid any contaminants from any leak points to enter the supply. This in turn has health impacts on the populating consuming the safe water. Drink From Tap is an initiative to address

these challenges, not only to better piped systems that run continuous, it aims to bring about better efficiency NRW, complaints redressal, cost recovery, etc. through the entity it will be delivered through, WATCO. The Mission intends to be customer-focused services to ensure the best use of investments is provided to all, especially those in lower-income communities.





## ABOUT DRINK FROM TAP

The GoO has launched an ambitious initiative “Mission Drink from Tap” to provide household water connections on the premise to the households, who are currently served by public stand posts. The Mission – Drink from Tap aims to provide water supply 24 hours a day for all 7 days a week, for each day of the year.

The mission is also aimed to address water source protection, appropriate water treatment, and prevention of recontamination in the distribution system.

### What is 24-7?

*“24-7 supply is achieved when water is delivered continuously to every customer of the service 24 hours a day, every day of the year, through a transmission and distribution system that is continuously full and under positive pressure throughout all of its pipelines and networks.”*

The Mission initially as pilot in 5 water supply zones/ areas in Bhubaneswar and 2 water supply zones/ areas in Puri. The pilot implementation of the mission would directly benefit around 22,000 households and 1.2 Lakh Population by March 2020. Based on the learnings from this pilot, it shall further be upscaled in state in phased manner.

8. Guidance Notes for Continuous Supply (24-7 Supply), Ministry of Housing and Urban Development



# COMMUNICATION STRATEGY

## Objective

*A communication strategy is being developed to guide the external, customer-focused, communication efforts on Drink From Tap Mission, for WATCO (service provider).*

The continuous and safe, 24-7, piped water supply has been designed to reach all habitats within geography, which include varied types of customers/ beneficiaries. To ensure they understand and can use the service in the way intended, it is crucial to have regular communication about the programme/Mission and the elements of it, in a way that is understood and acceptable to all. Further, to ensure that the customer can share their feedback and complaints, for continued services, the mechanism of reaching the WATCO - the service provider, is equally crucial.

Moving from intermittent to 24-7 water supply requires a changing infrastructure, close monitoring, the timely response of service provider teams, etc. from the end of the service provider. Simultaneously, to ensure these investments made are actualized by the customers/users, it is key that the customers understand how 24-7 works and changes in behavior and practice are required at the customer end.

Customers are used to intermittent supply, which is often disrupted, therefore most customers, over time, create solutions at their end to avoid a complete breakdown of service. This is mostly stored at the household level. The level of storage varies depending on economic status - from having containers/drums for storing water, to overhead tanks, to sumps that pump water to the overhead tank. Doing away with these practices to have customers fully depends on the tap water, is a significant shift for the customers, and require customers to have confidence that the setup will not fail them. Further, it is important to note that storage and handling at the user end often lead to secondary contamination risk before consumption of treated water supplied from a tap. This change

requires an intense engagement from WATCO (service provider) with the customers on the system of water supply, it's functioning, and the measures in place in case of a breakdown.

*Barriers that this communication strategy aims to address include –*

- 1. Household level practices moving from intermittent supply to continuous 24-7 supply**
- 2. Perception that water comes naturally to them hence should be given free**
- 3. People believe water is abundant**
- 4. Liquid social structure**

All water connections under the Drink From Tap Mission will be 100% metered. The meters facilitate an understanding of the consumption of water through each connection. This is to ensure the accessibility of safe water as and when needed and bill those beyond a certain amount of usage. Through this mechanism, the service provider intends to also curb wastage of water. Meter readings will be conducted every month by foot soldiers of WATCO (service provider), the *Jal Sathis*<sup>9</sup>. The monthly tariffs will be charged based on consumption. Ensuring safe water supply to all, especially those from the last mile, is a priority of the Mission, and hence the tariff structure will ensure the basic lifeline of 40 lpcd is free/nominal, following which slabs are based on consumption will be defined at increasing rates.

This communication strategy intends to inform, persuade, and engage customers towards these topics.

9. Jal Sathis are Self Help Group (SHG) members trained by WATCO (service provider) to support the Drink From Tap Mission by providing linkages to the communities, leading activities on behavior change, water quality testing, meter reading, tariff collection, etc. on ground.

## ELEMENTS OF THE COMMUNICATION STRATEGY

### Target Audience

The audience for the communication strategy is the WATCO team that will set up the external communication, this strategy is intended to provide direction to their efforts.

The external audiences are the customers/users of the water supply service - household (lower, middle, and high income) including formal and informal settlements and commercial establishments.

### Channel

Interpersonal communication by the Jal Sathis, mobile text messaging, and other digital messaging using print and online media, phone calls, etc. will be used based on the different types of customers.

### Tools and materials

The tools and materials will be developed to provide information, facilitate awareness to the customers.

Implementation of the strategy tools and the training to the team (including Jal Sathis) are in a way that has a positive and reinforcing approach.

## IMPLEMENTATION OF THE COMMUNICATION STRATEGY

The responsibility of implementation of the strategy for the Drink From Tap Mission is with WATCO. WATCO, through its field offices and the trained Jal Sathis. They will roll out the communication strategy to ensure information reaches all customers, irrespective of their income, literacy, access to technology, etc. Further, it is proposed that the supporting material, Safe water, linkages with health – Introduction to Drink From Tap, 24-7 supply.

The communication strategy requires WATCO to provide communication to the customers on the following topics mentioned below.

- I. Water quality
- II. Quality of material and maintaining
- III. Safe water, Contamination through tanks
- IV. Metering and Tariffs
- V. Customer contacts and complaints mechanism

In addition to the communication on the above-mentioned topics, notifications to the customer based on need will be provided, these include –

- Reminder for bill payments
- Boil Water Notification
- Planned Work Notification
- High Use Notification

Under each of these board topics, there are key messages, the detail of the messages and the channels of communication for the different customers are mentioned below. Further, the frequency and the phasing of the messages will be provided in Annex I.





## I. Safe water, linkages with health – Introduction to Drink From Tap and 24-7 supply

KEY MESSAGES	TARGET AUDIENCE	CHANNEL
<p style="text-align: center;"><b>A. CONTEXT</b></p> <ul style="list-style-type: none"> <li>/ What is considered safe water?</li> <li>/ How is this linked to health?</li> <li>/ How can we check this?</li> </ul> <p style="text-align: center;"><b>B. DRINK FROM TAP</b></p> <ul style="list-style-type: none"> <li>/ How does 24-7 address water quality?</li> <li>/ How is water quality checked in this supply? [reservoir, distribution system, tail end]</li> <li>/ Can each household check water quality?</li> </ul> <p style="text-align: center;"><b>C. HOUSEHOLD RESPONSIBILITY</b></p> <ul style="list-style-type: none"> <li>/ At the household level, how we do ensure the safety of water? What are good Water Handling practices?</li> <li>/ For drinking purposes, drink directly from the tap. Tap ideally inside the house/kitchen.</li> <li>/ Tap hygiene – Why is this required? How can it be done?</li> </ul>	<ul style="list-style-type: none"> <li>/ Include households (lower income, middle and higher income) formal and informal settlements, community, and children at school.</li> </ul>	<ul style="list-style-type: none"> <li>/ Interpersonal communication by Jal Sathis, short video clips in vernacular language. Handouts for dos and don'ts for water handling. Community influencers to talk about the mission in the regular meetings.</li> </ul>



## II. Water quality from the tap is safe for drinking directly

KEY MESSAGES	TARGET AUDIENCE	CHANNEL
<ul style="list-style-type: none"> <li>/ Key parameters and what they imply?</li> <li>/ How often are these checked? Where can a household check these results?</li> <li>/ What parameters are checked at the household/community level?</li> <li>/ Activity: demonstration of water quality testing using field kits.</li> </ul>	<ul style="list-style-type: none"> <li>/ Include customers (lower income, middle and higher income), formal and informal settlements, community, and children at school.</li> </ul>	<ul style="list-style-type: none"> <li>/ Interpersonal communication by Jal Sathis, handouts with parameters and reference levels of these, demonstration using field kits.</li> </ul>

## III. Quality of material used by WATCO and maintenance required at the household level

KEY MESSAGES	TARGET AUDIENCE	CHANNEL
<ul style="list-style-type: none"> <li>/ How material has been selected? Problems of inferior quality material.</li> <li>/ How the HH is responsible? What do they need in case of any issue?</li> <li>/ Possible issues to be mentioned – tap, pipe. Frequently Asked Questions</li> </ul>	<ul style="list-style-type: none"> <li>/ Include customers (lower income, middle and higher income)</li> </ul>	<ul style="list-style-type: none"> <li>/ Lower-income communities - Meetings with Jal Sathis along with Area Managers, using demonstration method. And provide FAQs. Community influencers to talk about the mission in the regular meetings.</li> <li>/ Middle/higher communities – FAQs, and options of meetings with the Area Managers.</li> </ul>

## IV. Safe water, Contamination through tanks

KEY MESSAGES	TARGET AUDIENCE	CHANNEL
<ul style="list-style-type: none"> <li>/ Water supply has been consistent</li> <li>/ Water quality has been at prescribed safe standards</li> <li>/ Tanks increase contamination</li> <li>/ Stepwise transition – directly connect the supply to overhead and then directly connect to the household main, over a period of time to build confidence in the system.</li> </ul>	<ul style="list-style-type: none"> <li>/ Customers in for middle/higher income with sump and overhead tanks</li> </ul>	<ul style="list-style-type: none"> <li>/ Interpersonal meetings by Jal Sathis, Area Managers, followed by ward level meetings</li> </ul>

## V. Metering and Tariffs

KEY MESSAGES	TARGET AUDIENCE	CHANNEL
<ul style="list-style-type: none"> <li>/ What does having meter mean? What does it measure?</li> <li>/ Explaining how to the meter connection, each part of the meter face, what do the numbers mean, spinning wheel mean?</li> <li>/ Water is limited, how can it be conserved. Use the required amount, don't waste water!</li> <li>/ The tariffs slabs – a lifeline – WHO standard for health 40 lpcd</li> <li>/ How can payments be made?</li> <li>/ What happens when payments are not made – disconnection, reconnection.</li> </ul>	<ul style="list-style-type: none"> <li>/ Include customers (lower income, middle and higher income), community, and children at school. Community influencers to talk about the mission in the regular meetings.</li> </ul>	<ul style="list-style-type: none"> <li>/ Interpersonal communication via the Jal Sathis, handouts, short video clips. Exercises on the use of water with school children (age/class appropriate).</li> </ul>

## VI. Customer contacts and complaints mechanism

KEY MESSAGES	TARGET AUDIENCE	CHANNEL
<p>Customers/community to have a clear understanding of what are possible issues that may come up – leakage, tap not working, meter related questions</p> <ul style="list-style-type: none"> <li>/ Who is responsible?</li> <li>/ Where to lodge complaint? Area distribution centres/ zone offices – to have a contact number of the key officials and Jalsathis of that ward, and the toll-free/ office number for questions/complaints.</li> </ul> <p>Escalation of complaint (on non-redressal) – Mention the next level of contact if there is no response at the ward level in 5 working days.</p>	<ul style="list-style-type: none"> <li>/ Include customers (lower income, middle and higher income), community, and children at school.</li> </ul>	<ul style="list-style-type: none"> <li>/ Interpersonal communication via the Jal Sathis, handouts, contact number at ward offices, local relevant public offices/ waterproof stickers for meters, etc. Community influencers to talk about the mission in the regular meetings.</li> </ul>





## NOTIFICATIONS

As mentioned above the notifications by WATCO to customers will be given, as and when required. These include - Reminder for bill payments, High Use Notification, Boil Water Notification, and Planned Work Notification.

- i. Reminder for bill payments
- ii. High Use Notification
- iii. Boil Water Notification
- iv. Planned Work Notification

## NOTIFICATIONS (CONT.)

These notifications need to be sent at relevant times and when the need arises.

### **Reminder for Bill Payments**

This will be the most frequent notification that will go to the customers on the generation of their bill. Following this, a reminder for the payment will also be sent 5 days before the due date and on the due date. House visits will be conducted in case of non-payments two weeks after the due date.

---

### **High Use Notification**

In case of disproportionate meter reading the customer will be sent a notification by the ward/area office. The purpose is to alert the customer.

---

### **Boil Water Notification**

In case of emergency, Area Managers have to alert the Jalsathis to communicate with each customer to boil water for drinking purposes.

---

### **Planned Work Notification**

When maintenance or other work is planned, a notification providing the date, time, and duration of work and how the water supply will be affected needs to be sent out to all customers at least 24 hours in advance.



## ENSURING QUALITY OF COMMUNICATION

For the implementation of the communication strategy in its essence, internal capacities and checks will need to be in place, these include -

1. The communication plan and tools need to be tested through FGDs with Jalsathis and communities.
2. Observation checklist for Jalsathis during community visits.
3. Materials to support the communication by the Jal Sathis, will include special handouts.
4. Communication/capacity building initiatives with the engineers need to be taken up for them to be more customer-oriented. This would be part of the institutional development process.
5. Other additional activities to check customer satisfaction to enhance communication and service – Customer satisfaction survey every 6 months/annual

### TOPIC FOR SPECIAL HANDOUTS

- / Use water for drinking directly from the tap
- / Keep tap clean
- / Complain timely on leakages at the HH level, lane or roads
- / Pay tariffs on time
- / Water quality – parameters with reference levels
- / Water quality – do and don't's of water handling
- / Customer Charter – Core Customer Information Booklet

## MONITORING OF THE COMMUNICATION STRATEGY

The purpose of monitoring the strategy is to have regular feedback loops to adapt and improve where possible, to meet the objectives of the communication strategy. The monthly meetings and the quarterly meetings at the ward or DMA level need to have feedback on communications as part of the agenda, to capture the progress and suggestions for changes/additions.

The observation checklist of the Jal Sathis would provide insights into the practices by the customers over time. The 6 monthly Customer Satisfaction survey will add insights on how the customers are receiving the communications and information about the Drink From Tap Mission.

A hand is shown turning a white water tap against a textured wall. Water is flowing from the tap into a large, dark-colored bucket. To the right, another bucket is visible, and a vertical pipe with a valve is attached to the wall. The entire image has a blue color overlay.

# ANNEXURES

---

# ANNEXURE- 1

Key Communication Interventions to be taken up by WATCO will include -

Channel	ACTIVITY
<b>Capacity Building on SBCC Skills</b>	- Training of Engineers on SBCC and key messages
	- Mid-level managers on SBCC and key messages
	- Community Leaders and Jalsathi's on SBCC and key messages
<b>Mass Media</b>	- Television Commercials in local Language in Local TV channels
	- Advertisement in Newspaper
	- Newspaper articles by influencer/s
	- Radio spots in CBS and Community Radio
	- Panel Discussion in Radio & TV in Odia and other Local languages
	- Local cable advertisement
<b>Mid-Media</b>	- Folk Performance through Zila Kala Sanskrit Sang (ZKSS) and Block Kala Sanskrit Sang (BKSS)
	- Van Based Drive in Selected ULBs
	- Posters in ULBs
	- Digital Hoarding
	- Hoarding at Bus Queue Station
	- Bus Panel advertisement in Mo Bus
<b>IPC</b>	- Advertisement in-designated places of Railway stations and Bus Stands
	- SHG level meeting through Picco projector <sup>10</sup>
<b>Social Media</b>	- Meeting with Residents Welfare Association on Drink from Tap
	- Promotion of Life History and contribution of Jalsathi's through social media
	- Regular tweets and re-tweets on social media on project achievements
	- Promoting the Water Heros in community

10. Picco projector is a small hardware device designed to project content from a smartphone, camera, tablet, notebook or memory device onto a wall or other flat surface.

## ANNEXURE- 2

The themes to communicate to customers, the key messages, the audience, the methods/channels for these, and the frequency of these messages are mentioned below. It is important to note that the messaging will be in a phased manner, and hence timing and the frequency need to be considered.

Jalasathis & Customer Services Agents– Topics	Messages	Audience	Method	Timing, Frequency
<b>Safe water, linkages with health</b>	<p>Orientation to Drink From Tap: CONTEXT -</p> <p>What is considered safe water, How is it linked to health (especially of children)? How can it be checked?</p> <p>DRINK FROM TAP –</p> <p>How does 24 by 7 address ensure safe water?</p> <p>How is it checked at different levels (reservoir, distribution system, at the end)?</p> <p>How can each HH check water quality? (strips at HH level)</p> <p>HOUSEHOLD RESPONSIBILITY –</p> <p>At the household level, how we do ensure the safety of water? What are good Water Handling practices?</p> <p>For drinking use directly from the tap. Preferably tap inside the house.</p> <p>Tap hygiene – Why? How does a HH maintain Tap Hygiene?</p>	HH and community Students of the neighbourhood school	<p>IN LOWER INCOME COMMUNITIES</p> <p>Interpersonal communication (HH), engaging community influencers, FGDs with SHGs – activity-based</p> <p>SCHOOL STUDENTS - WASH activity with students in schools – a visit to ward/zone systems</p> <p>Flipchart/s – to assist the Jalasathi for community and school sessions</p> <p>IN MIDDLE/HIGHER INCOME COMMUNITIES</p> <p>Interpersonal communication (HH), short video clips in Odia capturing the messages.</p>	In the start, then once in six months
<b>Water quality from the tap is safe for drinking directly</b>	<p>Orientation to Drink From Tap: Key parameters and what they mean?</p> <p>How often are these checked? Where can the test results be seen?</p> <p>What is checked at the community/HH level? (residual chlorine)</p> <p>Activity - how is it checked and how to know it is safe?</p>	HH/lane and community Students of neighbourhood school (age-appropriate)	<p>SAME FOR ALL TYPES OF COMMUNITIES</p> <p>Interpersonal communication (HH), Meetings, activity in the meeting, show online test results, QR code for HHs to check this. (use of traffic lights and the reference levels to aid understanding)</p> <p>Handout with parameters and reference levels</p> <p>Residual chlorine strip demonstration</p>	In the start, then Weekly meeting in the lane where the sample has been collected Use key days like World Water Day (22 <sup>nd</sup> March)
<b>Quality of material used by WATCO/PHEO and required maintenance at the HH level</b>	<p>Orientation to Drink From Tap: How material has been selected? Potential problems of inferior quality material. How the HH is responsible? What do they need in case of</p>	Lane/Community	<p>LOWER INCOME COMMUNITIES</p> <p>Jointly with zone/ward Area Managers for the community</p>	In the start, 6-9 months after that

## ANNEXURE- 2 (CONT.)

	<p>any issue? Possible issues to be mentioned – tap, pipe. FAQs</p>		<p>to demonstrate using the parts to explain in a community centre, or the zone/ward office, particular emphasis on tap and pipe drips; engage community influencers Handout – FAQs IN MIDDLE/HIGHER INCOME COMMUNITIES Handout – FAQs, Ground/Sump tank challenges; inline sealed pressure booster pumps (hydro-pneumatic); header tanks &amp; regular cleaning; drink from the rising main advice; Invite to the ward/zone office for the demonstration.</p>	
<b>Metering and Tariffs</b>	<p>Orientation to Drink From Tap: What does the meter mean/measure? Explaining how the meter connection works - each part of the meter face, what do the numbers mean, spinning wheel mean? Water is limited, has to be conserved. Use the required amount, don't waste. The tariffs slabs – a lifeline – WHO standard for health: 40 lpcd How can payments be made? What happens when payments are not made – disconnection, reconnection. <i>(need to confirm _ Warning - 15 days, 15 days, 30 days to partial turning-off supply_</i></p>	<p>HH Students of the neighbourhood school</p>	<p>LOWER INCOME COMMUNITIES HH interpersonal communication or group discussions in each lane if possible. Engage community influencers.  STUDENTS – age appropriate activity for children in schools to – capture HH usage (conserve water related activities) to calculate tariffs (practical math related activity) IN MIDDLE/HIGHER INCOME COMMUNITIES HH interpersonal communication with handouts or/and Short clips</p>	<p>In the start, then once in six months</p>
<b>Customer Contacts &amp;</b>	<p>Orientation to Drink From Tap:</p>	<p>HH, community</p>	<p>FOR ALL TYPES</p>	<p>In the start, then</p>

## ANNEXURE- 2 (CONT.)

<p><b>Complaints mechanisms</b></p>	<p>POSSIBLE ISSUES: Customers/community to have a clear understanding of what are possible issues that may come up – leakage, tap not working, meter related questions Who is responsible, ways to lodge a complaint? CONTACT INFO IN PUBLIC SPACES: Area distribution centres/ zone offices – to have contact number of the key officials and Jalsathis of that ward, and the toll free/office number for questions/complaints. Mention the next level of contact if there is no response at the ward level in 5 working days.</p>	<p>and community leaders  Students of neighbourhood school</p>	<p>OF COMMUNITIES  HH interpersonal (where possible lane meetings, engaging community influencers)  Handouts with important contact numbers</p>	<p>once in six months</p>
<p><b>Reminder for bill payments</b></p>	<p>Remind HHs to pay the bills, how, where</p>	<p>HH, lane</p>	<p>FOR ALL TYPES OF COMMUNITIES Text SMS to the registered number  HH level – interpersonal communication</p>	<p>Text message 5 days before the due date and on the due date. In case of non-payment, reminder after 5 days.  In case of non-payment of the bill after 5 days, visit to remind in person.</p>
<p><b>Water quality – Emergency – Boil Water</b></p>	<p>In the case of emergency Area Managers to instruct Jalsathis to communicate to each HH in the community to boil water for drinking purposes.</p>	<p>HH and institutions</p>	<p>FOR ALL TYPES OF COMMUNITIES HH communication; Loudspeaker announcements to cover each HH in the community; SMS texting</p>	<p>As and when required</p>
<p><b>High Usage Notification – Optional – where system capture trend in household usage</b></p>	<p>In case of disproportionate meter reading, the HH will be given a notification, issued from the ward/zone office handed by the Jalsathis, to alter the HH.</p>	<p>HH</p>	<p>FOR ALL TYPES OF COMMUNITIES Ward/Zone office to send SMS based on a high meter reading to HH &amp; Jalsathi; Jalsathi to check the information with HH and check that is true and there is no other operational issue. Inform the team accordingly.</p>	<p>As and when required</p>
<p><b>Safe water, contamination from tanks</b></p>	<p>Water supply has been consistent Water quality has been as prescribed as safe to drink Tanks increase contamination Stepwise transition proposed to directly connect the supply</p>	<p><i>For middle/higher income HHs only</i></p>	<p>HH – interpersonal discussion followed by community/ward level event at the zone/ward</p>	<p>In a phased manner, starting from – advising direct link from water supply to overhead tank 2-3 months into supply, and 10-12 months</p>



## ANNEXURE- 2 (CONT.)

	to overhead, then directly from supply over a period of time.		office - Water quality reports for key parameters over time - Pressure to ensure continuity of water supply - Q&A by HHs	later following up with converted HHs to try direct supply with overhead tank.
<b>Planned work notification</b>	Date, time and duration of planned work and how long the supply/quality will be affected; availability of tanker water if anticipated longer cut-off	HHs and institutions in that area	FOR ALL TYPES OF COMMUNITIES HH communication Loudspeaker announcements to cover each HH in the community  Text message to the registered number	As and when required
<b>Customer Charter – Core Customer Information Booklet</b>	Description of the levels of service provided for customers How to contact your water provider Your water supply: quality, demand, keeping the water flowing and new connections Understanding your charges: Understanding your meter readings; Paying your bill: how to pay and what to do if you need help to pay, queries about your bill, assistance for customers in vulnerable circumstances, payment plans; Leakage: responsibility for pipes, leakage information, tips to prevent burst pipes, tips to maintain water quality; Our guaranteed service standards for customers What to do if you have a complaint How we look after your personal information	All customers	Booklet to be available online summarising all customer care approaches. The core information for Customer Care Centre staff; also available in printed form in Area Offices	As and when requested



TECHNICAL SUPPORT FROM

**IRC**

Supporting water sanitation  
and hygiene services for life

unicef 

for every child