



Sanitation and Communication

WATER AND SANITATION PROGRAM

Why communication?

No strategic communication, no success in CSP!

- Sanitation process means involving each & every individual and him/her working towards a certain, common objective
- Lack of information, knowledge & conviction often endanger otherwise well-designed projects
- Can contribute as much as technical solutions or even more in meeting the sanitation objectives
- **No feedback from stakeholders – a sub-optimal strategy & inefficient work environment**
- Understanding & support among polity, media & eminent citizens necessary for CSP to succeed
- Seemingly open & transparent organizations are more likely to garner public support for their initiatives

What is communication?

- Way to identify knowledge, perceptions and attitudes that drive certain practices and preferences among citizens
- Process of ensuring dialogue among diverse stakeholders on substantive issues, thereby positively influencing the outcome
- Methodology to influence the beliefs & behavior of a group of persons
- Way to showcase transparency about the working of an organization
- Route to making the underprivileged feel “included” in the development process
- Practice to integrate social concerns, including those at micro-level, in the planning & design process
- Create ownership among diverse stakeholders for the development process at hand
- Bring about partnerships among diverse stakeholders to pursue a common set of aims & objectives
- Process of each group of stakeholders understanding its role & responsibilities in making the development programs successful
- Creating trust among the public for the service provider

Possible key elements

- Knowledge, Attitudes, Practices & Preferences (KAPP) Study to feed into project design, planning and implementation
- Dialogue among diverse stakeholders ensuring exchange of ideas, concerns & constraints
- Awareness and behavior change campaign
- Partnering with the media
- Dialogue among various departments & service providers
- Grievance Redress Mechanism

Cannot live by IEC alone!

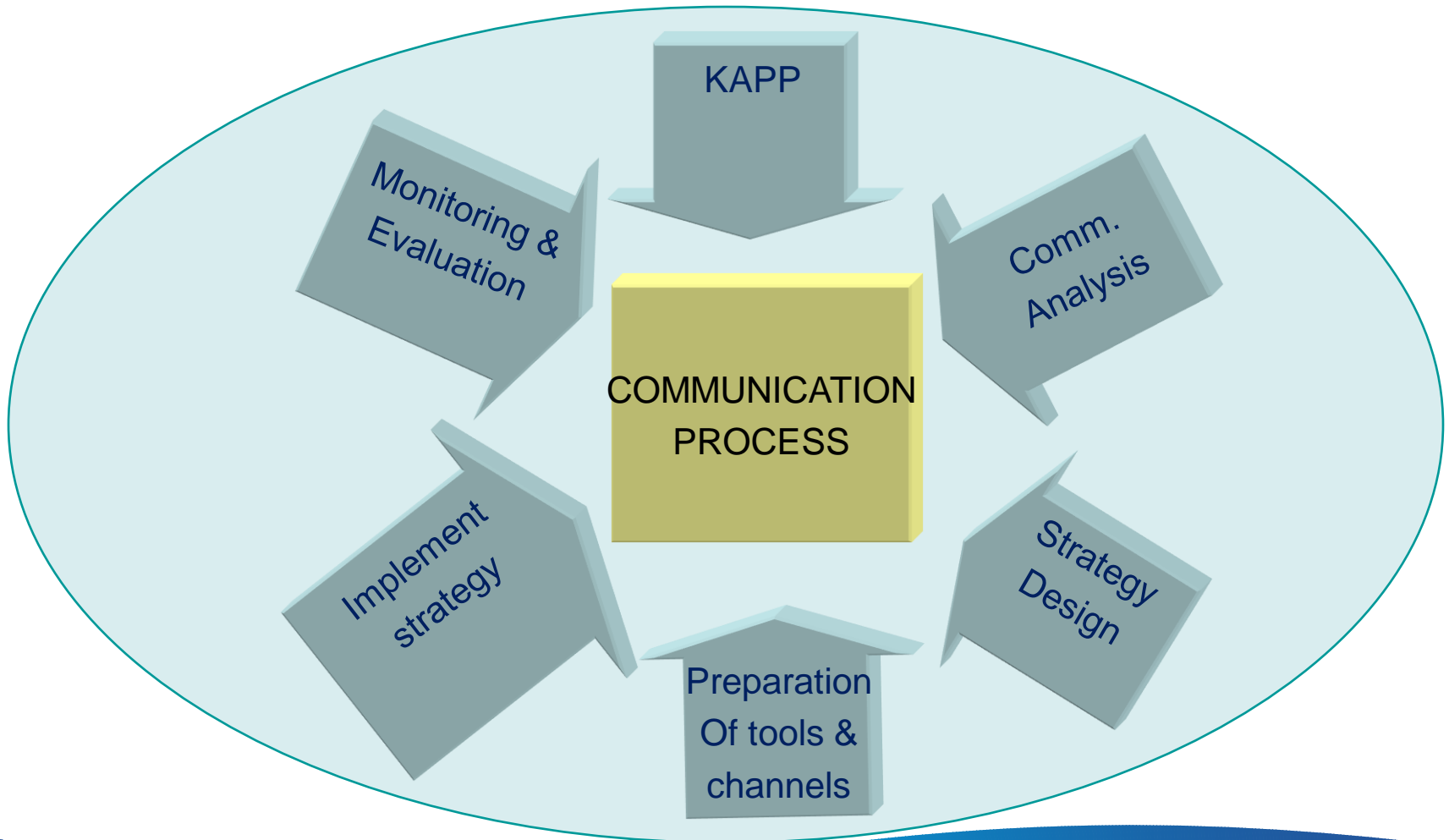
Communication is not an add-on but an integral part of any CSP – starts from today i.e., from the design/ planning to implementation and to its evaluation process.

- A process of consultation, participation, feedback mechanisms & creation of ownership
- KAPP study would strongly influence the development of appropriate strategies & options in an CSP
- Used by service providers to not only convince citizens but to also be convinced by the citizens
- Not to create positive media coverage but a positive & enabling environment for the CSP to succeed
- Not about creation of communication tools (posters, films) but more about the process of developing & using these tools
- Can help in making the CSP better; not in selling a bad CSP better
- Experience shows that sanitation without communication is equivalent to planning for failure

Key stakeholders

- Slum dwellers
- Poor households
- Middle & upper class
- Elected representatives
- Municipal officials
- Sanitation workers
- Media
- Teachers & students
- NGOs & CBOs
- Industry & business
- Philanthropic institutions
- Professional Associations
- Academic Organizations
- Consultant firms
- State & MoUD officials

The communication process



Synergy with communication

Identification

Preparation

Appraisal

Approval

Implementation

Evaluation

Research/
Communication
-based assessment

Strategy &
communication
component design

Communication
program
implementation

Monitoring &
evaluation

Never by default, always by design!



The biggest single problem in communication is the illusion that it has taken place.

George Bernard Shaw



Thank you!!!

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