

Bihar Urban Infrastructure Development Corporation Limited (BUIDCo)



REPORT

## COMMUNITY MOBILIZATION CAMPAIGN FOR BODHGAYA PROJECTS

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Stop Multitasking. Do More.

# Community Mobilisation Campaign For Bodhgaya Water Supply And Sewerage Project

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## *Prelude*

Asserting the vision of urban development in Bihar, BUIDCo has targeted its strategy to accelerate the path towards revolutionary development, so that urban landscape could become a role model for the civilization to come and stimulating the quality of life in urban centres to make them places of joy, comfort and prosperity. In this context, 26 urban infrastructure development projects are in process of implementation in 18 cities such as Water Supply, Sewage & Sewerage Treatment Plant, Roads with Drains, Storm Water Drainage, Solid Waste Management and Development of Parks. It aims to provide a better living condition to the urban live of Bihar.

Bodhgaya, the land of international faith and believes, is also one of the city of this development process. With the support of JnNURM, the Water Supply and Sewerage project are under implementation here, this aims to provide clean water to every household of the city and the safe disposal of rain water.

Through its' experience of project implementation, BUIDCo has made understanding that community participation in development initiative helps to deliver effectiveness and maximising the benefit of services. In this context, community participation strategy has been adopted for the running projects to enhance the enabling environment and maximising the project handholding in ULB leadership.

As part of this, BUIDCo has rolled out 6 days rapid community mobilisation campaign in Bodhgaya Nagar Panchayat area (covering 14 wards and approx. 30,000 population), where effort has been made to bring awareness and sensitization among the Member & Officials of ULB, Local Citizen and officials of line department closely associated with works. Interactive dialogue process has been undertaken as the key tool for the intervention through community meetings and interface with line department officials (supporting in development initiatives). Above all children have been taken as the social messenger (*Sandesh Doot*) to carry out the message of urban infrastructure development initiatives for better living in Bodhgaya through motivational & participatory process.

## *The Campaign*

Taking note of learning of Buxar's Community Mobilization, replication process has been carry out here with inputs and processes adopted for effective implementation. It was the first time in the city, when an initiative has been taken at project level to aware and orient multi-stakeholders on basics of water supply and sewerage project. *Realization Technologies India Pvt. Ltd.* has provided technical support to move community mobilisation campaign forward to accomplish the goals and objectives set out in ambitious Detailed Project Report (DPR) of the Water Supply and Sewerage Project under JnNURM.

From 2<sup>nd</sup> July to 10<sup>th</sup> July 2013, systematic community mobilisation activities have been rolled out as a joint effort of the BUIDCo and Nagar Panchayat, Bodhgaya. A total of 13 activities have been organised with schools; students, youth & parents, ULBs' members, line department officials and community influencers including socio-political leaders, religious person, etc. The primary goal of the campaign was to assist project towards smooth implement and citizenry support hands.

As the part of the campaign, IEC materials have been developed for the purpose towards building the environment and events have nomenclature into innovative manner. Efforts made to prepare model presentation on Social Mobilisation and project's technical specifications. An information leaflet has also been developed and published to aware community large on project specifics and benefits of

Bodhgaya Water Supply and Sewerage Projects. As well as sustaining the long term impact, name plate with attractive slogan and caption published for students of schools.

## The Schedule

A 6 days rapid community mobilisation campaign has been designed to achieve the objectives set. Interface and interactive process has been carried out with support of local project operational team and effort made to reach out at maximum populace of Nagar Panchayat area. Due to 'serial bomb blast' in Bodhgaya temple area on 7<sup>th</sup> July, 2013 and the 'Bodhgaya Bandh' called by the political parties on next day; the activity of 8<sup>th</sup> July, 2013 has been postponed for 10<sup>th</sup> July 2013. The same has also caused the deferral of activity planned "Samarpan Samvad: Sensitization Meeting with Religious Persons/ Community at Temple" organised with Bodhgaya Temple Management Committee (BTMC). Following is the programme activities as organised and rolled out during the campaign days;

Community Mobilisation Activity of Bodhgaya Projects			
	Activity 1	Activity 2	Activity 3
<b>Date: 02.07.2013 (Tuesday)</b>			
Name of Activity	<b>Sankalp Samvad: Interface Meeting with ULBs Members &amp; Officials</b>		
Time	11:00 am to 1:30 pm		
Venue	Nagar Panchayat Meeting Hall		
Nodal Persons	Mr. S. K. Mishra, Executive Officer (Mobile-9934208818)		
<b>Date: 03.07.2013 (Wednesday)</b>			
Name of Activity	<b>Srijan Samvad: Motivational Event in School</b>	<b>Srijan Samvad: Motivational Event in School</b>	
Time	8:30 am to 11:00 am	12:00 am to 2:30 pm	
Venue	Gyan Bharti Residential Complex, Bodhgaya	Rajkiyakrit +2 Ucha Madhyamik Vidyalaya, Bodhgaya	
Nodal Persons	Mr. Rajeev Kr., Vice Principal (Mobile-9431448688)	Mr. Laxmi Narayan (Mobile-9934290912)	
<b>Date: 04.07.2013 (Thursday)</b>			
Name of Activity	<b>Srijan Samvad: Motivational Event in School</b>	<b>Srijan Samvad: Motivational Event in School</b>	<b>Vikas Samvad: Community Meeting</b>
Time	9:30 am to 12:00 noon	1:00 am to 3:30 pm	4:30 pm to 6:00 pm
Venue	Rajkiya Madhya Vidyalaya, Rajapur, Bodhgaya	Project Kanya +2 Ucha Madhyamik Vidyalaya, Pachetti	Rajkiya Madhya Vidyalaya, Bhagwanpur (Ward No. 13)
Nodal Persons	Mrs. Manju Kumari (Mobile-9263666219)	Mr. Janardan Sharma (Mobile-9835892561)	Mr. Sanjay Yadav, Representative of WP (Mobile-9708472747)
<b>Date: 05.07.2013 (Friday)</b>			
Name of Activity	<b>Srijan Samvad: Motivational Event in School</b>	<b>Srijan Samvad: Motivational Event in School</b>	
Time	9:00 am to 11:30 am	12:30 am to 3:00 pm	
Venue	Surya Bharti School, Durgapur, Bodhgaya	Rajkiya Kanya Madhya Vidyalaya, Bodhgaya	
Nodal Persons	Mr. M. K. Singh, Principal (Mobile-9934280921)	Mrs. Sunita Sahai, Principal (Mobile-9430830600)	
<b>Date: 09.07.2013 (Tuesday)</b>			
Name of Activity	<b>Dayitva Samvad: Meeting with Officials of Line department</b>	<b>Dayitva Samvad: Meeting with Officials of Line department</b>	<b>Vikas Samvad: Community Meeting</b>
Time	11:00 am to 12:30 pm	3:00 pm to 4:30 pm	5:00 pm to 6:30 pm
Venue	District BSNL Office, Gaya	Electricity Supply Division, Mastipur, Bodhgaya	Rajkiya Primary Vidyalaya, Mastipur (Ward No. 17)
Nodal Persons	Mr. S K Diwakar, SDO (Mobile-9431200490)	Mr. Pushkar, SDO (Mobile-9798983851)	Mr. Vijay Manjhi, Representative of WP (Mobile-9973454906)
<b>Date: 10.07.2013 (Wednesday)</b>			
Name of Activity	<b>Srijan Samvad: Motivational Event in School</b>	<b>Srijan Samvad: Motivational Event in School</b>	
Time	8:00 am to 10:30 pm	9:30 am to 12:00 noon	
Venue	Ucha Vidyalaya, MU Campus, Bodhgaya	Amar Jyoti School, Dumuhan, Bodhgaya	
Nodal Persons	Mr. Avdesh Poddar, Pncipal (Mobile-9473159095)	Ms. Kavita, Principal (Mobile-8002865328)	

## Activities

### Sankalp Samvad: Interface Meeting with ULBs Members & Officials

This was a brief but intense sensitization-cum-orientation event with the members and officials of Bodhgaya Nagar Panchayat. It has been organized at the meeting hall of Nagar Panchayat office on 2<sup>nd</sup> July, 2013. This effort has been planned to aware participants on the details of projects and develops a supportive environment for smooth project work. The Deputy Chairperson of Nagar Panchayat Mr. Dinesh Kumar Singh has chaired this orientation process and led the participatory method to achieve the common understanding for achieving the goal of timely and smooth implementation of project. Leaflet and Project hand-out have also been distributed among the participants.



The event proceeding started with the welcome note by Mr. Arunesh Kumar Shrivastav, Project Director-SIU 4, BUIDCo, who has briefed the purpose of the meeting and called participants to share concerns and way to making dream of 'International City' possible. Followed by Dr. Firoz Ashraf Khan, Public Relation Officer- BUIDCo has made deliberation on objectives of meeting and called for the community participation concept in Bodhgaya development initiative. Reviewing the project progress



of city, the Deputy Chairperson raised the concern about last meeting's resolution taken in account of grievances had raise during the meeting. Adding pointer in the review process, the Executive Officer-in charge of the Bodhgaya Nagar Panchayat Mr. Dinesh Kumar called Nagar Panchayat members to share their opinion about execution and development process for the project. Ward Parshads have raised the agenda of coordination as per the tripartite agreement between ULB, BUIDCo and Contractor; poor quality and under-work in implementation, restoration of road, etc. Project Director, Programme Manager and Public Relation Officer have intervned in the discussion and facilitated the process of smooth coordination and networking.

- **Participants:** Deputy Chairman & Ward Parshads of Nagar Panchayat, City Manager, Engineering Cells Personnel of Nagar Panchayat, Project Director-BUIDCo, Deputy Project Director-BUIDCo, Public Relation Officer-CCPM, Programme Manager-CCPM, Site Manager-CCPM, Programme Managers of CS&QC- Anuj Constriction Private Limited and others.
- **Major resolution taken:** Regular dialogue process with ULB on progress update, Strengthen the complain mitigation and grievances redressal system at project level, quick restoration of roads, minimising soil stagnation at roads and handing community affair with support of Parshads.



### **Srijan Samvad: Motivational Event in School**

Towards reaching community participation messages at families, children have been taken up as the message carrier to carry out at their parents. In this regard, schools have been identified and schools' authorities requested to support in the mobilisation campaign. The two and half hours intense event would be organized in identify schools, with first half of event focused on information generation through deliberations, AVs, discourses with students and second half rolled out creative actions by the students on 'Water is Life' and 'Safe Disposal of Waste Water' .



Students have raised their query about health, hygiene, sanitation and got knowledge over the sanitation and safe drinking water practices. Concerns paid about behavioural practices for a healthy life. During the discussion, students have raised the agenda of project completion and asked to highlights of benefit of projects. Some students made query of impact of clean water supply and disposal of waste water also.

- **Participants:** Students, Teachers, Deputy Project Director-BUIDCo, CCPM Team, Representative of CS&QC, Representative of Contractor-Sewerage Project & others.

In the school level motivational events following number of students have participated;

<b>Srijan Samvad: Motivational Event with School Students</b>					
<b>Participants' Detail</b>					
<b>Sl No</b>	<b>Name of Schools</b>	<b>Date of Activity</b>	<b>Students Participated</b>		
			<b>Essay</b>	<b>Painting</b>	<b>Total</b>
1	Gyan Bharti Residential Complex	3.7.2013	84	45	129
2	Rajkiyakrit +2 Uccha Madhyamik Vidyalaya	3.7.2013	52	21	73
3	Rajkiya Madhya Vidyalaya	4.7.2013	54	15	69
4	Project Kanya +2 Uccha Madhyamik Vidyalaya	4.7.2013	67	25	92
5	Surya Bharti School	5.7.2013	62	16	78
6	Rajkiya Kanya Madhya Vidyalaya	5.7.2013	19	43	62
7	Uccha Vidyalaya (MU Campus)	10.7.2013	48	12	60
8	Amar Jyoti School	10.7.2013	42	71	113
<b>Total Number of Students</b>			<b>428</b>	<b>248</b>	<b>676</b>
<b>Average</b>			<b>53.5</b>	<b>31</b>	<b>84.5</b>



Beside this campaign, it has also been strived to reach out other students and teachers of school who haven't participated in discussion process and motivational event activities. Effort has been made to distribute leaflets and raised the discussion agenda of community participation in Bodhgaya Water Supply and Sewerage Projects. Following breakup of the reach made through IEC materials;

<b>Name of School</b>	<b>No. of IEC materials distributed</b>	
	<b>Leaflet</b>	<b>Name Plate Sticker</b>
Gyan Bharti Residential Complex, Bodhgaya	1371	550
Rajkiyakrit +2 Uccha Madhyamik Vidyalaya, Bodhgaya	427	300
Rajkiya Madhya Vidyalaya, Rajapur, Bodhgaya	231	300
Project Kanya +2 Uccha Madhyamik Vidyalaya, Pachetti	808	400
Surya Bharti School, Durgapur, Bodhgaya	222	300



Name of School	No. of IEC materials distributed	
	Leaflet	Name Plate Sticker
Rajkiya Kanya Madhya Vidyalaya, Bodhgaya	238	300
Uccha Vidyalaya, MU Campus, Bodhgaya	240	250
Amar Jyoti School, Dumuhan, Bodhgaya	487	500
<b>Total</b>	<b>4024</b>	<b>2900</b>

This was the amazing experiences with students and it has been again proved that they are quite sensitive about activities happening here-there. Students have shown a great enthusiasm and made quite impactful presentation to save water and improve the sanitation in neighbour. They were quite aware about the importance of filtered and purified water supply and disposing off in systematic manner; but low awareness noticed on about the impact of projects running there. With the screening of a micro documentary '*new india*' students have mobilised that they could also lead the change. Nothing is impossible for anyone and it just need energy to do. Students have mainly raised agenda of sanitation and hygiene.



### Vikas Samvad: Community Meeting

A community meeting has been organised at Rajkiya Madhya Vidyalaya, Bhagwanpur on 4<sup>th</sup> July, 2013 and Rajkiya Primary Vidyalaya, Mastipur on 9<sup>th</sup> July, 2013 with aim to aware and sensitise community persons, especially areas there facts and information need to be shared for reducing miscommunication and confusion among general mass. The process facilitated with the support of ward parshad of Bodhgaya Nagar Panchayat. The first community meeting at Bhagalpur (Ward Number – 13) has been Chaired by Mr. Sanjay Yadav, Representative of Ward Parshad and local community leader and Representative of Ward Parshad Mr. Vijay Manjhi, Chaired the second community meeting at Mastipur (Ward Number - 17).



- **Participants:** Local Citizens, Representatives of Ward Parshad (Ward Number – 13 & 17), Deputy Project Director-BUIDCo, CCPM Team, Representative of CS&QC, Representative of Contractor-Sewerage Project & others

Effort has made to discuss the public affair issues with 2 power point presentations covering the social mobilisation and project specific technical information sharing. Followed by a participatory discussion has been coordinated. It was very wise experience that a large number of local participants including women have participated and raised the agenda of Water logging in construction area, under-work in networking, pipe laying and restoration of road. Facilitation effort has been done on the developing interaction and sharing system about public review and consultation for project execution and narrating the specification of quality work undertaken. Public affair handing agenda has been

discussion and commitment made that monthly review and community monitoring process to be strengthen for making project smooth and effective. To sustain the discussion process, project leaflet has been distributed among the participants.

- **Major resolution taken:** Community Meeting on every first Sunday of month, Regular dialogue process with community, Strengthen the complain mitigation and grievances redressal system at project level, quick restoration of roads, minimising soil stagnation at roads and handing community affair with support of Parshads.



#### **Dayitva Samvad: Meeting with Officials of Line Department**

For the purpose of enhancing the coordination with line department, the campaign strived to sensitize and mobilize officials of the BSNL and Electricity Supply at their office. On 9<sup>th</sup> July, 2013 interface meetings have been organised in the offices of BSNL Gaya Division and Electricity Supply Sub Division separately. Detailed discussion held on the project specification and objective behind the discussion process.

During the discussion, BSNL officials paid their concern of networking and responsive action from both side. They requested for making information about cutting of telecom cable at emergency level and briefed problem faced after cutting of cable during the digging work of project. They called for prior information of work start, so that they able to save the cables during the digging work of project. Meeting has been chaired by Mr. Amulya Prasad, DGM-BSNL Gaya and Mr. S. K. Diwakar, SDO-BSNL Gaya raised the agenda of inter-agency coordination and networking.



Personnel of Electricity Supply Sub-division, Bodhgaya thanked BUIDCo for making such innovative approach of interacting with partners and called to sustain the process. As the beneficiary of project, they made query about expansion of project in newly habitation of Bodhgaya and requested to facilitate the process on including more habitation there.

- **Participants:** Officials of BSNL, Personnel of Electricity Supply Sub-division, Deputy Project Director-BUIDCo, CCPM Team, Representative of CS&QC, Representative of Contractor-Sewerage Project & others
- **Major Resolution taken:** Period Coordination meeting, Prior information of digging work, information about the restoration work.



### ***Rapid IEC Distribution with Mass Media and Person to Person Contact***

The Community Mobilisation Campaign has strived to reach out at all the 19 wards and maximum populace of the city. Beside the defined activities, following actions have been improvised to achieve the target of reaching at community at large;

1. **Leaflet distribution by insertion in leading newspaper:** Taking advantage of reach of newspaper in Bodhgaya city, effort made to mobilize newspaper hawkers and ensured to insert the project leaflet in daily newspaper such as *Hindustan*, *Dainik Jagran* and *Prabhat Khabar*. This has helped to reach at maximum household of the city where citizen could come in appeal of supporting project implementation. About 2000 copies of leaflet distributed and roughly it would have covered about 5000 population of Bodhgaya.
2. **Leaflet distribution at Masjid:** Effort made to distribute leaflets at mosque after Friday *namaz* to inform and aware community for the purpose. About 1000 leaflets distributed at *Jama Masjid*, *Pachhatti Masjid* & *Bhagalpur Masjid* of Bodhgaya city.

### ***Learning***

- ✓ Responsive and immediate compliance of resolution taken in any formal review, planning meeting/ interface
- ✓ Awareness process needs to continue by mounting hoardings at project locations
- ✓ Periodic distribution of leaflets in identified wards of Nagar Panchayat
- ✓ Interface between ULBs' member and community need to be sustain

### ***Follow Up Action (suggested)***

- ✓ Mounting of Hoardings at important public places
- ✓ Community meeting in periodic rotation at all wards of Nagar Panchayat
- ✓ Development of regular interface process among key project partners – ULB, Contractor, CS&QC and CCPM
- ✓ Periodic coordination meeting with Line department and administration
- ✓ Coordination with Bodhgaya Temple Management Committee for joint campaign city development.
- ✓ Inter-school competition on project visibility.