

- Women groups have grown conscious of their new found power and responsibility.
- Those groups, who earlier concentrated on the single activity of mobilizing savings, have now taken up social activities such as cleaning the village, working as pressure group, etc.
- Now the voices of women are not only heard in the village meetings, but receive the attention they deserved.

- Incidence of diarrhea and morbidity has come down drastically.
- People purify water by boiling it for drinking purposes.

In appreciation of the achievements made in the field of the health and sanitation, a cash prize of Rs. 20,000/- was awarded to the village by Water Aid, Orissa. The volunteers of SSUD feel that they did not have to do anything extraordinary to achieve this feat. They had to take people into confidence and respect their views. It was motivation, which held the key to their success.

EVENTS

THE ROLE OF COMMUNICATION EMPHASIZED

Workshop on Communication Plan

A workshop on Communication Plan for the Total Sanitation Campaign was held at Hotel Marrion,

State Water and Sanitation Mission, gave an outline of IEC strategy for the districts. In his address, Commissioner-cum-Secretary, Rural Development



State level Workshop on Communication Plan

Bhubaneswar on 16th May 2005. Engineers working in the field, Project Coordinators of all districts,

Department, Sri Aurobindo Behera laid emphasis on communication plan, social marketing, orchestrated implementation plan, self-



Executive Engineer, Khurda making a presentation

propelling mechanism, quick implementation of the project and fine tuning of the existing approach. In her presentation, Ms. Lopamudra Tripathy, APO, UNICEF, Orissa gave an overview of the draft strategic communication plan for the state. At the end, the Director thanked all the participants for their active participation in the workshop.

WATER IS LIFE, SANITATION A WAY OF LIFE

Regional Workshop on Communication Plan

Water is life, sanitation a way of life. Water and Sanitation are inseparably linked with each other. By ensuring the availability of safe drinking water and sanitation facilities for people, we can improve the quality of their lives. The speakers who addressed the two-day regional workshop



Participation

