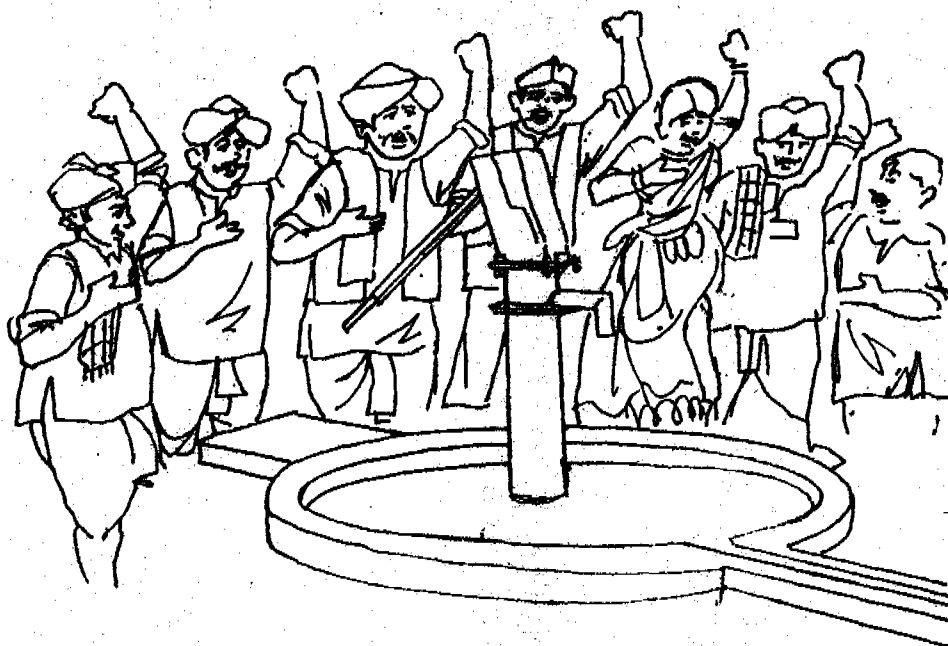


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NATIONAL DRINKING WATER MISSION

**MULTI-MEDIA PACKAGE ON MOTIVATION FOR  
COMMUNITY SUPPORT MOBILIZATION**



**TRAINERS' GUIDE**



**TECHNICAL TEACHERS' TRAINING INSTITUTE,  
BHO PAL 462 002**

TPP 947

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**RAJIV GANDHI NATIONAL DRINKING WATER MISSION**

**MULTI-MEDIA PACKAGE ON MOTIVATION FOR  
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**TRAINERS' GUIDE**

RAJIV GANDHI NATIONAL DRINKING WATER MISSION  
CENTRAL BOARD OF DRINKING WATER & SANITATION  
NEW DELHI  
RAJIV GANDHI NATIONAL DRINKING WATER MISSION  
CENTRAL BOARD OF DRINKING WATER & SANITATION  
NEW DELHI  
BARCODE 13557-1  
LO: 203.2 96MU

## P R E F A C E

Under the Rajiv Gandhi National Drinking Water Mission the TTTI Bhopal is charged with the responsibility of developing two Multi Media Packages for guiding trainers in the pursuit of Mission Objectives. These two packages shall be subsequently translated into a number of local languages and used to train trainers, who in turn shall be transferring know how and skills to hundreds of functionaries playing key roles under this mission. The other utility of these packages is to assist the development of a network of outreach and training by which people in far flung and diverse location could be trained in a uniform and standard manner to perform crucial tasks in the mission. Given the dimensions of villages, and beneficiaries, to be covered and given the fact that the impact of the mission has to be sustained for the future, both developing human resources and integrating them through a supportive network become key factors.

The first package relates to Maintenance and Repair of Handpumps. Trained trainers would be using this package to train selected youth from rural areas to become hand-pump repair technicians and pursue this profession on an entrepreneurial basis, under the support and supervision of the Village Panchayats. The trained trainers are from selected Community Polytechnics located under the vicinity, certain NGOs and some identified engineers/technicians from Public Health Engineering Departments. The package is based on a competency based developing approach and envisages the development of requisite competency in training through intensive skill practice, aided by

transfer of learning through multiple media including handouts, transparencies, slides, charts and video clips.

The second package relates to motivating community support in establishing and sustaining the mission in rural areas. It consists of two parts - one for Trainers, who shall be from community polytechnics, NGOs, and another for trainees who normally will be Surpanches, Village elders, Teachers, Mahila Mandal Leaders and such people of influence.

Since the package is on motivating and obtaining commitment for the mission from such people of influence, the package contains competencies and related media, aided with techniques of involving people in the establishment and maintenance of drinking water and sanitation facilities. It will also assist for the use of special skills like counselling for such people who hesitate in participating in the mission.

The effectiveness of competency based training, which forms the basis of both the packages would depend on serious implementation with requisite effort. The package includes training resources which would aid a complex and difficult venture, and enhance the quality of grass root development, to a large extent. We hope that the packages will be used by trained trainers only, in a planned manner.

6th February 1996

R.K. Mani  
Director  
Technical Teachers'  
Training Institute  
Shamla Hills, Bhopal.

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N.P.Tiwari  
Dr. Anil Kumar  
B.L.Gupta

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## **GUIDELINES FOR TRAINERS:**

A Multi- media package on Motivation for Community Support Mobilization has been prepared for grassroots level motivators. This package will be used by the motivators to mobilize and involve community to manage the project.

### **TERMS USED:**

A number of terms have been used in the package. It will be imperative for the trainers to understand these terms which are explained below:

#### **TRAINING:**

Through training the trainer will transfer knowledge, skills, and attitudes to the motivators. He will enable them to develop required competencies and confidence so that they will achieve the objectives of the Project - mobilize and involve the community to manage the project.

#### **COMPETENCY:**

Competency is a cluster of skills required to perform a job function in the field.

In this context, the trainers will enable the trainees to develop the terminal competency. "Motivate Community for Support Mobilization".

To accomplish this terminal (ultimate) competency, the trainees will be required to achieve these competencies viz:

1. communicate appropriately project dimensions and benefits to community and the need to associate closely with the project.
2. inform, encourage and motivate community to respond positively for improving project dimensions, features, benefits and the need for a collective effort to manage the project.
3. diagnose willing (receptive) and unwilling people and groups in the village community towards accepting the concept of self-help and community effort.
4. willing and receptive in the community undertake collective effort and sustain their willingness through task achievement.
5. involve unwilling and non-receptive (resistant) groups in the community to sustain and manage the project.

## SPECIFIC OBJECTIVES:

These are explicit statements indicating a set of activities enabling the trainee to achieve the competency.

For Example:

### COMPETENCY-1

Communicate appropriately project dimensions and benefits to community and the need to associate closely with the project.

## SPECIFIC OBJECTIVES:

To enable the participants to, in the context of Rajiv Gandhi National Drinking Water Mission:

- a) list out its salient features or dimensions.
- b) elaborate the benefits of each dimension.
- c) analyse the current village status with respect to each project dimension, diagnose strengths and weaknesses and openly express the need for community involvement and collective effort to reduce weak spots.

## ACTIVITY:

A number of activities have been included in a separate package written for TRAINEES. These activities will be performed by the trainees in the village to motivate the villagers for support mobilization.

To help the trainees to perform these activities support materials in the form of information, stories, a play, posters, slides and album have been given. This support material has been prepared keeping in view the grassroot level villagers.

The list of competency-wise activities is given below:

### COMPETENCY-1

Communicate appropriately project dimensions and benefits to community and the need to associate closely with the project.

#### Activities

1. Communicate project aim, features, dimensions, sources of benefits and efforts required
2. Gather information to draw crude social map
3. Gather information about each project dimension to diagnose the strengths and weaknesses



## COMPETENCY-2

Inform, encourage and motivate community to respond positively for improving project dimensions, features, benefits and the need for a collective effort to manage the project.

### Activities

4. Narrate the story "Fruits of Collective Efforts"
5. Ask questions on the above story
6. Narrate the story "An Autobiography of a Handpump"
7. Ask questions on the above story
8. Narrate the story "Thanks to Handpump"
9. Ask questions on the above story
10. Provide an opportunity to seek clarifications,ask for additional information and clarify doubts
11. Show the slides on "Safe Drinking Water"

OR

- Exhibit photographs on "Safe Drinking Water"
12. Narrate the story "Sanitation through a Mass Movement"
13. Ask questions on the above story
14. Provide an opportunity to seek clarifications, ask for additional information and clarify doubts
15. Show the slides on 'Personal Health and Hygiene and Environmental Sanitation

OR

Exhibit photographs on "Personal Health and Hygiene and Environmental Sanitation

## COMPETENCY-3

Diagnose willing (receptive) and unwilling people and groups in the village community towards accepting the concept of self-help and community effort

### Activities

16. Identify 'willing' and 'unwilling' people in the field situations
17. Confirm 'willing' and 'unwilling' people in different situations
18. Classify the villagers into 'Early Acceptors' 'Delayed Acceptors' and 'Resistants'

#### COMPETENCY-4

- Activities      Willing and receptive in the community undertake collective effort and sustain their willingness through task achievement.
19. Observe Behaviour of the 'Receptive Group' in the given situation
  20. Organise the play 'SELF-HELP'
  21. Provide an opportunity to prepare a crude 'Action Plan' in a given situation

#### COMPETENCY-5

Involve unwilling and non-receptive (resistant) groups in the community to sustain and manage the project

- Activities
22. Involve the willing and influential persons in counselling the resistants
  23. Demonstrate correct practices
  24. Clarify the doubts of 'Unwilling and 'Non-receptive' villagers
  25. Collaborate with the willing and Influential People and help them to counsel Resistant group
  26. Facilitate the formation of self-help committee

**RAJIV GANDHI NATIONAL DRINKING WATER MISSION  
TRAINING OF MOTIVATORS FOR COMMUNITY SUPPORT  
MOBILIZATION**

**TENTATIVE PROGRAMME SCHEDULE**

*DURATION - 2 DAYS*

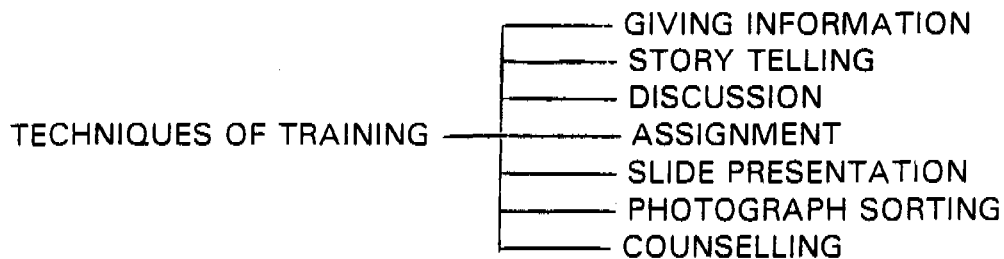
Day	Forenoon	Afternoon	
ONE	PROJECT INTRODUCTION, DIMENSIONS AND BENEFITS	. MOTIVATION . STORY TELLING . DISCUSSION	. SLIDE PRESENTATION ON SAFE DRINKING WATER OR CARD SORTING . DISCUSSION
TWO	SLIDE PRESENTATION ON . PERSONAL HEALTH AND HYGIENE . ENVIRONMENTAL SANITATION . DISCUSSION	MOBILIZE AND INVOLVE COMMUNITY . DISCUSSION . COUNSELLING EXERCISES	. ACTIONS TO BE INITIATED . CONCLUDING SESSION

## TECHNIQUES OF TRAINING

In order to develop the terminal competency "Motivate Community for Support Mobilization" in the motivators, a Multi-Media Package has been prepared. This package will be used by the motivators to mobilize and involve community to manage the project.

This package includes a variety of Learning Experiences by way of using different channels of communication. The activities given in the package will actively involve the villagers in the process of support mobilization. The multi-media approach has been preferred as it overcomes the limitations of other trainer centred methods.

Given below are the techniques of training used in this package.

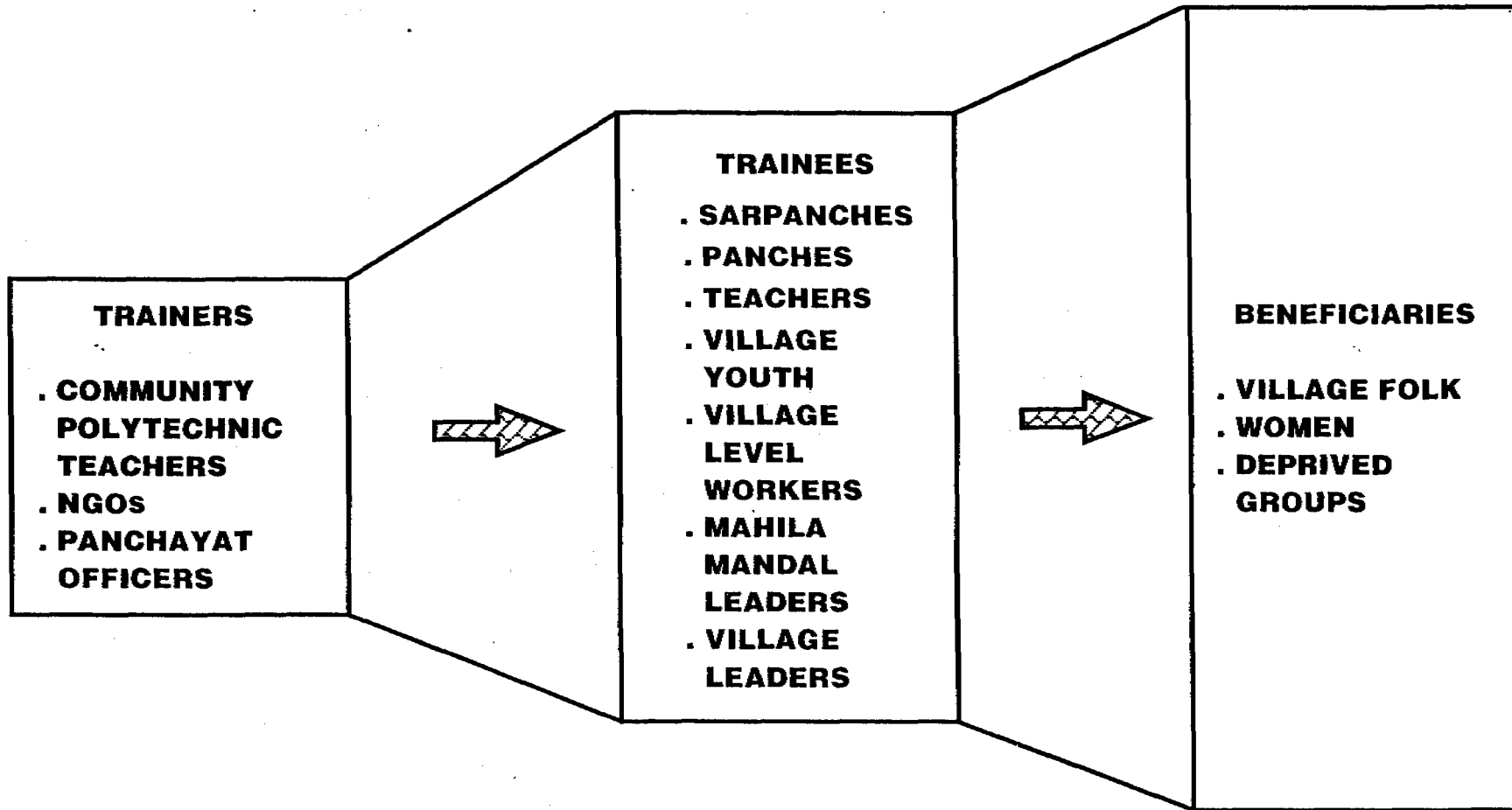


## GROUP SIZE

The trainer to trainee group size could be 30-40.

## SCHEDULE OF LEARNING RESOURCES

LEARNING RESOURCES	METHOD OF USE
* MULTI-MEDIA PACKAGE	* SELF-LEARNING
* POSTERS (12)	* GIVING INFORMATION
* STORIES	* CLARIFICATION
* SLIDES (45)	* STORY TELLING AND DISCUSSION
* PHOTOGRAPHS (46)	* PRESENTATION AND NARRATION
* ACTIVITIES	* SORTING CORRECT AND INCORRECT PRACTICES
* SITUATIONS	* PERFORMING ACTIVITIES
	* COUNSELLING



# TRAINING NETWORK

## **STAGES OF COMMUNITY SUPPORT MOBILIZATION:**

### **(1) AWARENESS:**

At this stage, the villagers are informed of the aims, dimensions and benefits of the Project. In other words, the existence and the need of the project are established. Once the benefits are made known to them, they are likely to become interested to know more about the project.

### **(2) UNDERSTANDING:**

The villagers will be anxious to know in what way the project will benefit them individually, their family members and their village as a whole. The motivators will be required to identify the related problems and difficulties of the villagers and convince them how they can overcome these problems and difficulties through the Project.

### **(3) MOTIVATION:**

The villagers will feel the inner urge to fulfil their needs and become ready to make efforts in this direction. The motivators should narrate the sources of benefits as well as the efforts they will be required to make in order to take these benefits. An environment should be created so that the villagers volunteer to follow some of the safe practices covered under the project.

### **(4) INVOLVEMENT:**

A number of villagers have adopted some of the safe practices by now. They should be provided with more and more opportunities to follow these practices. The help of these persons should be taken to influence other villagers.

### **(5) MOBILIZATION:**

Identified willing and influential persons from different community pockets should be encouraged to counsel other persons in the community. At this stage, villagers, by and large, start owning the Project and become part of it. They will also develop capability of managing the physical and human resources to sustain the project.

A proper understanding of these stages will enable the motivators to influence the villagers and ultimately make them a part of the project.