

MINUTES OF THE MEETING HELD AT NWM WITH THE OFFICIALS FROM TISS ON 28-08-2015

A meeting was held in the Chamber of Shri Nikhilesh Jha, AS & MD (NWM) to review the ongoing activities of TISS on 28th August 2015. The list of participants is annexed.

At the outset, the Chairman requested the Project Leader of TISS to introduce his team. During the introduction, affiliation and the background of each official was presented and their current responsibilities in the NWM assignment were discussed. Thereafter, with the permission of the Chairman, officials from TISS presented the ongoing activities of TISS including the development of NWM-TISS website wherein social networking sites like, twitter, face book, etc. were incorporated.

The TISS made presentation on the ongoing activities at TISS as mentioned in the MOU which is centered on the following activities of TISS:

- To facilitate the empanelment of NGOs/field level agencies who would implement activities suggested in the list of substantive schemes recommended in the Mission document.
- Evaluation of training modules, substantive and training capacities of Lead NGOs.
- Oversight of the criteria and selection process of field NGOs based on the recommendations of the National Water Mission in collaboration with the Lead NGOs. This will take in to account the size, area coverage, thematic, organizational and financial capacity.
- Site visits to be conducted for field verification by a panel of multidisciplinary consultants with the domain of expertise in water issues.

While the activities of TISS are to be monitored by NWM on quarterly basis on the deliverables, the TISS shall maintain accountability of all activities being undertaken for fulfillment of the assignment and ensure proper utilization of funds and maintenance of accounts of the funds received from NWM.

Following the presentation, the Chairman observed that TISS was concentrating only on the first part of the strategy for Goal 2; that is, 'Empowerment and involvement of PRIs, ULB, WUAs and Primary Stakeholders in management of water resources. He observed that a major groups of stakeholders appeared to be left out of the plan of the TISS.

The Chairman opined that building public awareness was a vital component in the promotion of citizen and State action for water conservation, augmentation and preservation.

This was proposed to be achieved as highlighted in the Mission Document, Vol-I, through the following activities:

1. National Portals
2. Media engagement
3. Civil Society involvement
4. Curricula Reform
5. Recognition/Awards

It was also envisaged that methods of capacity building to support the goals of the NWM would be worked out.

The Chairman observed that simply propagating the goals of NWM through the agency of NGOs, as was being planned and proposed by the TISS, would not serve the purpose. What was needed was to do a documentation of existing good practices and literature on the following issues:

1. Water Conservation
 - (i) In Agriculture
 - (ii) In Domestic Use
 - (iii) In Industry
2. Water Augmentation
 - (i) Through recycling of waste water produced in the industry
 - (ii) Conversion/recycling of municipal sewerage for use in agriculture
 - (iii) Drip Irrigation
 - (iv) Sprinkler Irrigation
 - (v) Promotion of Participatory Irrigation Management
3. Water Preservation
 - (i) Through promotion of water efficient mechanisms in domestic use, such as, Latrine Flush, Washing Machine, etc.
 - (ii) Recycling of Industrial water for use in industry only, eg., water use thermal plant, etc.

Following a proper documentation, the following devices could be used to disseminate the concept of water conservation, augmentation and preservation:

1. Production of pamphlets and posters in Regional languages conceptualizing the importance of conservation of water.
2. Production of documentation/advertisements/Jingles of a duration starting from 30 seconds to 5 minute, 10 minutes and 15 minutes to be telecast by Doordarshan.
3. Preparation of advertisements for newspapers and magazines.

4. Arrangements of competitions, painting competitions, essay contest, poetry recitation, etc., in schools and colleges to create a kind of social consciousness on the importance of water conservation, augmentation and preservation.

The Chairman further observed that it was very important to sensitize elected representatives of over-exploited areas of dimensions of the problems as envisaged in Strategy II-3 of Goal 2 in the Mission document.

Another group that is required to be addressed is the Corporate sector/industries which can allocate, under the provision of Corporate Social Responsibility (CSR), a percentage of their profits to support and promote water conservation, augmentation and preservation, not only within the industry, but in society as envisaged in Strategy II-6 of the Mission document.

The Chairman observed that TISS is a premier Institution and the NWM has a high expectation from the institution towards the quality of output from TISS. The selection/shortlisting of NGOs to be done by TISS should also be geared towards the Strategies mentioned in Goal-2 of the Mission Document.

The Chairman hoped that, with a TISS course, especially devoted to WRM, it would not be very difficult for TISS to complete the documentation as required under different strategies of Goal-2 in the Mission Document. Following the documentation, a plan for generation of awareness and dissemination of ideas for water conservation, augmentation and preservation could be taken up.

Towards the end, the Chairman desired that the next meeting with TISS officials may be held after a month and, during the intervening period, TISS may address the issues discussed. The meeting ended with a vote of thanks to the Chair.

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List of Participants

NWM

1. Shri Nikhilesh Jha, AS & MD (NWM)
2. Dr. M. Satyanarayana, Adviser (C&M)
3. Shri , Joginder Singh, Adviser(Tech.)
4. Shri Ashok Gupta, Director
5. Dr. H. Chandrasekharan, Consultant, Goal 2
6. Shri J.K Bassin, Consultant, Goal 1
7. Shri Ajit Kumar Pandey, Executive Assistant, Goal 2.

TISS

1. Sri Vatturi Srinivas, Senior Advisor
2. Sri Sudarshan Rodriguez, Senior Program Coordinator
3. Mr. Siddarth Singh Bisen, Regional Project Officer (North)
4. Mr. Mangesh Ankush Kshirsagar, Regional Project Officer (West)
5. Ms. Pratiksha Khanduri, Project Officer Training & Documentation (Delhi)
6. Mr. Gohar Asif, Senior Project Officer, Communications & Advocacy (Delhi)
7. Mr. Muthukumaran, TISS Fellow (Delhi)