

COMMUNITY AWARENESS AND PARTICIPATION PLAN

A. Introduction

1. The Community Awareness and Participation Plan (CAPP) was prepared to ensure that the development initiatives under the project are inclusive with effective participation of all stakeholders especially the poor and vulnerable groups. The principal focus of the CAPP would be to give opportunity to these groups in shaping investment programs so that their voice is heard at all levels of decision making. A preliminary stakeholder identification analysis was undertaken and relevant stakeholders were identified and included in the participatory project design process. Meaningful, relevant, and ongoing consultations with the important stakeholders coupled with proper and timely disclosure of information are critical success factors in maintaining public support and mitigating grievances. All relevant information, in a medium easily understood by the target groups, regarding the intent, design, schedule, impacts, and overall benefits of the project need to be disseminated to the stakeholders in time.

2. In order to have coordinated efforts among the executing and implementing agencies as well as public, private, and community stakeholders, the implementation arrangement shall include a Community Awareness and Participation Consultant (CAPC) recruited by the project management unit, Rajasthan Urban Sector Development Program (RUSDP) to ensure meaningful, widespread, and continuing consultations and public awareness during project implementation. The CAPC will work in close coordination with the city-level nongovernmental organizations (NGOs), recruited under the project, and will monitor their city-level activities through appropriate arrangements.

B. Activities

3. **Activity 1: Understanding the community through baseline survey and consultation.** The key stakeholders for the RUSDP are the communities living in 280 municipal wards, including 103 slums, in the six project cities. This activity shall target collecting information about socio economic status, vulnerability, geographical areas with concentration of marginalized and poor, available social capital and organizations working among communities. This shall be collected by the CAPC through a baseline survey that will be gender-disaggregated. Since the water supply distribution network is proposed to be improved with district metering area as the base units, the information can be put together for each district metering area/zone in water supply network.

4. **Activity 2: Identifying the stakeholders and stakeholders mapping.** An indicative list of the key stakeholders is:

- (i) government agencies and their employees;
- (ii) beneficiary groups, particularly the poor and the vulnerable persons;
- (iii) community leaders, public representatives;
- (iv) community-based organizations (CBOs), NGOs, social & cultural groups, Ward citizen forums;
- (v) committees and sub-committees of the municipal bodies;
- (vi) media, including print and electronic media;
- (vii) schools/Student groups;
- (viii) women groups with focus on gender-related activities;
- (ix) contractors' workers;
- (x) vendor associations and labor union federations;

- (xi) self-help groups, if any; and
- (xii) special groups formed for socially excluded segments of the population.

5. **Activity 3: Selection of key messages for community outreach and awareness building in communities.** The RUSDP will select key important messages in each city to be targeted for the community outreach and awareness building. An indicative list of key messages of the program is:

- (i) details and rationale of the project; benefits of the proposed works; initiatives to promote gender equality by the project; employment opportunities under the project; level of inconvenience during project implementation and construction, and the proposed mitigation measures in this regard;
- (ii) importance of 24x7 water supply; need for nonrevenue water reduction and conducting regular water loss assessments; service delivery standards and benchmarking with other cities;
- (iii) ADB's and the government's safeguards measures; grievance redress mechanism to the affected persons;
- (iv) importance of tariffs for proper operations and maintenance; necessity of timely bill payment;
- (v) health and hygiene; importance of clean water and sanitation for good health; importance of promptly taking water and sewerage connections; need to control and report illegal/unauthorized connections;
- (vi) measures to save water and water conservation; rainwater harvesting; groundwater recharge, etc.;
- (vii) proper solid waste management and the need to keep public spaces and water bodies clean;

6. **Activity 4: Design and implementation of information, education, and communication (IEC) program.** This includes the following activities: identifying potential IEC channels and activities, developing audio visual and print media materials, customized campaign to suit different target groups and city-specific needs, developing methods and mechanisms for dissemination, evaluation of impact, mechanism for improvement based on feedback and evaluation.

7. **Activity 5: Pre construction phase awareness program:** The CAPP activities at field level shall be different in the preconstruction phase and the construction phase. The preconstruction phase shall carryout data collection, awareness raising campaigns, forming target groups and information dissemination. It shall also include other identified items during this period under the CAPP.

8. **Activity 6: Outreach to contractors and laborers.** As they are the primary contacts for the residents, sincere efforts will be made to educate them on the project regarding its structure, components, benefits, risks and mitigation measures. They shall be educated on the importance of avoiding public nuisance, minimizing public inconvenience, and avoiding disruption to the public activities/mobility. Awareness creation shall also focus on health and hygiene, HIV/AIDS, other communicable diseases and labor right and gender issues. They shall also be educated on the best construction practices including safety during construction activities, and quality of works.

9. **Activity 7: Outreach to students and schools.** As the students are important carriers of critical messages, special activities will be planned for them in the schools on the important messages listed above.
10. **Activity 8: Construction Facilitation:** During the construction phase, key aspects of the IEC and other activities will be targeted towards construction facilitation for minimizing the inconvenience to community and giving contractors conducive environment for construction work along with organizing the training and camps for different stakeholders. The RUIDP/project management, design and supervision consultant (PMDSC), through contractor and CAPC, will be responsible to implement the recommendations gathered through stakeholders' consultations, and provide feedback to the relevant stakeholders about the status of implementation in the form of action-taken reports (ATRs) on monthly basis.
11. **Activity 9: Post construction Phase facilitation for O&M institutionalization:** It is expected that the CAPC and the city-level NGOs would establish themselves as important communication channels among the stakeholders, especially between the community and the construction agencies. The CAPC could assist the construction and operator agency in conducting the satisfaction surveys and institutionalizing the consumer friendly operation and maintenance systems by recording the grievances and sharing the action taken with the community institutions and consumers. The CAPC will help the O&M agency to understand the community concerns and other social aspects of each city.
12. **Activity 10: Implementation and Feedback.** RUIDP, through CAPC, shall be responsible for the activities listed here and the action plan that follows. There will be periodic reviews and proper documentation. Activity-wise and periodic action-taken reports shall be prepared and communicated. The project web site shall have easy access to stakeholders listing the proposed plan, progress of implementation, and outcomes.

C. COMMUNITY AWARENESS AND PARTICIPATION PLAN

Activity	Target Stakeholders	Type of Participation	Objectives	Time Frame	Expected Outcome
Project Orientation Workshops for Officials, (1 per city)	<ul style="list-style-type: none"> Officials and staff of municipal body, PHED and other relevant line organizations 	<ul style="list-style-type: none"> Discussion of project proposals Sharing feedback/ apprehensions Responsibility sharing Role definition in decision-making 	<ul style="list-style-type: none"> Introduce the project proposal Demonstrate the link between interventions & health, women empowerment and quality of life Discuss roles and accountabilities of various government units; and relationships between entities Discuss resettlement, clearances and permits 	Year 1 (after finalization of DPR at the earliest)	<ul style="list-style-type: none"> Key stakeholders informed about the program to communicate ideas about their role in the program Mode of verification through structured workshop feedback formats
Project orientation workshop for local community groups	<ul style="list-style-type: none"> Community members/city in project sites, preferably heads of the families CBOs RWAs, ASHA/ ICDS workers At least 20% women Slum dwellers & poor 	<ul style="list-style-type: none"> Information sharing Consultation 	<ul style="list-style-type: none"> Through presentations introduce project and benefits to the community Demonstrate the link between interventions and health and women Gather concerns and views related to water management Explain grievance mechanism Explain initiatives to promote gender equality under the project; employment opportunities; level of inconvenience during project implementation and construction, and the proposed mitigation measures in this regard; Communicate importance of 24x7 water supply; need for nonrevenue water reduction and conducting regular water loss assessments; service delivery standards and benchmarking with other cities; Explain ADB's and the government's safeguards measures; grievance redress mechanism to the affected persons; Explain importance of tariffs for proper operations and maintenance; necessity of timely bill payment; 	Year 1: Just before start of civil work; after officials' workshop	<ul style="list-style-type: none"> Community as key stakeholders informed about the program and educated on their role in the program Mode of verification through structured workshop feedback formats/open ended question session

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			<ul style="list-style-type: none"> • Communicate linkages of health and hygiene; importance of clean water and sanitation for good health; importance of promptly taking water and sewerage connections; need to control and report illegal/unauthorized connections; • Build awareness on measures to save water and water conservation; rainwater harvesting; groundwater recharge, etc.; and proper solid waste management and the need to keep public spaces and water bodies clean. 		
Develop and disseminate strategic visual, audio and print materials	<ul style="list-style-type: none"> • Communities, School Students; civil society, other relevant stakeholders • Slum dwellers & poor 	<ul style="list-style-type: none"> • Information sharing/dissemination • Knowledge generation • Community/family awareness on health and hygiene • Community-initiated mobilization 	<ul style="list-style-type: none"> • Project information sharing with affected project communities • Demonstrate the link between interventions and health & women • Gather concerns and views related to water management • Improved knowledge and practice on reduction of water loss. • Improved awareness of health & hygiene. 	Years 1- 4	<ul style="list-style-type: none"> • Key stakeholders informed about the program and to communicate ideas about their role in the program • Community organizers will be able to work as community interface for the program in their respective cities • Mode of verification feedback from the community organizers about the training material and its application.
Project orientation workshop for contractors	<ul style="list-style-type: none"> • Laborers and field managers 	<ul style="list-style-type: none"> • Information sharing 	<ul style="list-style-type: none"> • Sensitize on avoiding public nuisance, minimizing public inconvenience, and avoiding disruption to the public activities/mobility • Awareness creation on health and hygiene, HIV/AIDS, other communicable diseases and labor right and gender issues • Best construction practices for safety during construction activities. 	Years 1-4: Upon contractor mobilization	<ul style="list-style-type: none"> • Contractors as key stakeholders sensitized to community issues and contract requirements relating to social and gender.
Water and Sanitation (WATSAN)	<ul style="list-style-type: none"> • School Students (at least 30% girls) • Slum dwellers & poor 	<ul style="list-style-type: none"> • Information sharing • Informal public 	<ul style="list-style-type: none"> • Raise environmental awareness and eliminate the pollution of rivers and community surroundings by letting 	Years 1-2	<ul style="list-style-type: none"> • Students serve as a platform to learn about program activities, hygiene behavior and share the same to their

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Campaign in selected Schools in all program towns		education <ul style="list-style-type: none"> • Film screening • Community volunteer recruitment 	out wastewater <ul style="list-style-type: none"> • Information sharing on good water handling practices • Program information sharing, • Identification of suitable students organizations • Value of sewerage connections 		families and neighbors. <ul style="list-style-type: none"> • Mode of verification feedback collected after the sessions; follow-up program on sharing imparted information.
Community campaign for women on Awareness on Health and Hygiene Education at ward/community level in Integrated Child Development Services centers/Ward level Health points/ANM centers in each program city	<ul style="list-style-type: none"> • Women community members • Slum dwellers & poor • Women Groups 	<ul style="list-style-type: none"> • Information sharing • Informal public education • Community volunteer recruitment 	<ul style="list-style-type: none"> • Raise environmental awareness on water use and waste water disposal. • Information sharing on good water handling practices • Immunization and other health care pertaining to water borne diseases 	Years 1-3	<ul style="list-style-type: none"> • Women and girls serve as a platform and learn about program activities, hygiene behavior and share the same to others in the family • Mode of verification: post session discussions • feedback from community organizers, Secret Ballot method can be adopted for personal hygiene behavior
Consultation on project's resettlement plans and framework (minimum 3 meetings) in all program cities with identified APs	<ul style="list-style-type: none"> • Affected Persons 	<ul style="list-style-type: none"> • Information sharing • Consultation • Negotiation 	<ul style="list-style-type: none"> • Introduce the project • Mitigate potential conflict • Solicit the views of affected persons on resettlement and compensation • Agree on resettlement processes, location, timing and compensation 	Years 1-3	<ul style="list-style-type: none"> • APs learn about program, possible inconvenience and readiness for the involuntary resettlement generated • Mode of verification: to ensure resettlement plans implemented and entitlements provided, and to receive feedback from participants about social safeguard implementation.
Water and sewerage connection camp	<ul style="list-style-type: none"> • Potential consumers 		<ul style="list-style-type: none"> • To make community aware about the procedure of water and sewerage connection 		<ul style="list-style-type: none"> • Increased demand for new water supply and sewerage connections • Mode of verification: Increase in demand for connection, reduced complaints on procedure
Consultation workshops (FGD method) (1/Package per	<ul style="list-style-type: none"> • Vendors • Entrepreneurs • Representatives of business associations 	<ul style="list-style-type: none"> • Information sharing • Consultation 	<ul style="list-style-type: none"> • Introduce the project and its proposals and document city charter • Demonstrate the link between interventions and health, women 	Year 1	<ul style="list-style-type: none"> • Reduce number of grievances from the business community • Mode of verification to address grievances/complaints.

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city) with vendors/entrepreneurs on the project's impact on existing businesses in each city			empowerment and quality of life <ul style="list-style-type: none"> Mitigate potential resistance to the project 		
Yearly reward and recognition events (with letter of appreciation, token for contribution, and honorary certificate)	<ul style="list-style-type: none"> Community mobilizers/ Volunteers, Community leaders Other key members Slum dwellers & poor 	Shared responsibility Ownership of project activities	<ul style="list-style-type: none"> Support and continued coordination to project implementation to ensure sustainability Help in addressing grievances Increase community enthusiasm and support for project implementation 	01 to 03 years	<ul style="list-style-type: none"> Increased motivation level in the community for participation in program Mode of verification: increase in voluntary action and sense of project acceptability
Consultation workshops (1 per city) with academia, NGOs, and other civil society organizations	<ul style="list-style-type: none"> representatives of academia, NGOs, and other civil society organizations Slum dwellers & poor 	<ul style="list-style-type: none"> Information sharing Knowledge generation Consultation Shared decision-making 	<ul style="list-style-type: none"> Introduce the project Demonstrate the link between interventions and health, women empowerment and quality of life Gather knowledge on conservation and mitigation measures Mitigate potential resistance to the project Discuss possible roles as watchdogs of the project's implementation 	Year 1	<ul style="list-style-type: none"> Increased motivation level in the community opinion maker group, Improved level of participation in program Mode of verification: to assess grievances, water supply and sewerage connections and quality of media coverage etc.
Annual participatory community monitoring meetings (every year in all cities)	<ul style="list-style-type: none"> Community representatives (50% women) volunteers and civil society representatives, ULB Ward members, NGOs Slum dwellers & poor 	<ul style="list-style-type: none"> Information sharing Shared responsibility Shared decision-making 	<ul style="list-style-type: none"> Discuss issues and concerns during project implementation Discuss and recommend measures to mitigate / address problems Monitor progress of project implementation and compliance with social safeguards/provisions Sharing salient features of the annual progress report and action plan for the coming year 	1 to 4 years	<ul style="list-style-type: none"> As key stakeholders informed about the current progress of program and clarified about their role in the program Mode of verification: through structured workshop feedback formats Increased facilitation, number of incidences of community level grievance redressed

ADB = Asian Development Bank; ASHA = accredited social health activist; CBO = community-based organization; DPR = detailed project report; FGD = focus group discussions; ICDS = integrated child development scheme; NGO = nongovernmental organization; PHED = Public Health Engineering Department; RWA = resident welfare organizations; ULB = urban local bodies; WATSAN = water and sanitation.