

Terms of Reference (ToR)

“Designing a Social Behaviour Change Communication Strategy with regard to Springshed Management, Special Reference to Mountain States of India”

Background

Mountain springs are the main source of water for about 200 million people in India. A majority around (80%) beneficiaries live in the Himalayan states and the rest in the Eastern and Western Ghats. Therefore, springs fed streams and rivers are critical to mountain ecosystems. As per an estimate by NITI Aayog, there are five million springs across India, out of which nearly three million are in the Indian Himalayan Region (IHR). Despite the fact, springs are facing threat of getting dried up. For an example Uttarakhand’s rural water supply systems are getting more than 80% water from spring fed systems mostly situated deep into the reserve forests; these springs also act as life-line to rivers flows from Uttarakhand.

The Himalayan ecosystem is quite fragile and susceptible to several changes caused due to both natural dynamism and anthropogenic interventions. The erratic rainfall pattern, seismic activity and ecological degradation associated with land use change for infrastructural development is posing huge pressures on mountain aquifer systems a marked decline in winter rain, the problem of dying springs is being increasingly felt across the Indian Himalayan region. In the Himalayan region, about 60 percent of the local people depend on springs for meeting their water requirements (NITI Aayog, 2018). NITI Aayog report of Working Group -1 entitled "Inventory and Revival of Springs in the Himalayas for Water Security" released by the Vice-Chairman, NITI Aayog on August 23, 2018, has also indicated the pressing need for conservation of Himalayan springs.

Similarly, in North Eastern states, community dependence on spring water has been very high and there is a need to bring attention on revival of springs. As per the climate change projections (INCCA 2010), the scarcity of water will further intensify in north eastern states. As per the district level climate change trends in Nagaland, it is likely to be vulnerable in the period 2021-2050 due to heavier precipitation during monsoon, increase in extreme precipitation events, warmer average annual temperature and increase in the drought weeks by 25-50 percent. An increasing trend in evapo-transpiration is also projected which may lead to water stress in the near future. Heavier precipitation during monsoon will manifest itself into higher surface runoff which will lower the natural recharging of springs. Scarcity of water along with poverty and limited options for alternative livelihood will further reduce the resilience and vulnerability of the people to cope with extreme climatic events in the long run. Hence, there is an urgent need to focus on regenerating springs and underground flows. By and large, all the Naga villages are located at hilltops and supplying water to the habitation sometimes becomes very difficult due to the terrain. Very often, the water source is far away from the villages, adding to the challenge of providing drinking water at reasonable costs.

Tata Water Mission

Tata Water Mission (TWM) is an initiative of Tata Trusts, focusing on water, sanitation and allied issues in a proactive and in a planned manner. Currently, the Tata Water Mission (TWM) is being implemented in more than 4,000 villages across 12 states. One of the core focus areas of the TWM has been water security to make communities self-reliant for their water (drinking, domestic and agriculture use) need. The TWM works on community-centric approach where village community is empowered to plan,

implement and sustain their water resources. With a special focus on Springshed management, the TWM plans to enhance its work in states of Uttarakhand, Himachal Pradesh, Ladakh, Nagaland, Mizoram and Arunachal Pradesh.

Proposal

Himotthan Society, Dehradun (An Associate Organization of Tata Trusts) is requesting to submit a proposal for developing a comprehensive Social Behaviour Change Communication (SBCC) strategy for water security – special reference to natural springs for mountain communities on Central and Western Himalayan region of India.

Objective of Assignment

To design a comprehensive Social Behaviour Change Communication (SBCC) Strategy towards water security through Springshed management (with a focus on drinking water) for the mountain communities of Central and Western Himalayan region of India. The key component of the assignment is as follows:

- To undertake ethnography study to identify key elements of community behavior towards springs and its importance in their lives.
- To develop a comprehensive Social Behaviour Change strategy focusing on water conservation with a special emphasis on Springshed management
- To develop a pool of digital resources to be supported by a larger strategy to address the community with the UWSC and other stake holder such as forest department, forest council, Gram Panchayat and village community (custodian of village water resources), village councils as the forefront of the campaigns engagement to aid and empower them to carry out technical requirements with regard to Springshed management
- To build capacities of regional teams to implement the campaign, digitally
- To come up with a digital interface which could be the primary medium to disseminate content and could be further enhanced by incorporating other key programmatic elements related to water, eventually.

Scope of Work

- To use the existing key insight/ behavioural trigger/ motivator through a research undertaken and build on the campaign to the context of Springshed management
- To understand the knowledge, attributes, attitudes and practices of community at large regarding water conservation and their sources ~ springs (desk review/secondary research). Following based on the desk review develop a frame work which should clearly indicate the possible/expected outcome against each process/proposed activity.
- To set clear communication objectives that this SBCC strategy would like to address and the monitoring mechanisms for the same
- Develop a holistic SBCC strategy targeting all concerned stakeholders across all levels
- To develop content and material which would support in delivering the strategy on ground (**digital**, print, folk media, inter personal communication, community events, etc.)
- To focus on involving key village institutions such as water users groups/ Gram Panchayats, Van Panchayats, Village community, Forest Department and other stakeholders involved
- Capacity Building of our regional teams

- Pre Testing of all communication material (through agency themselves, or our field teams could be deployed for Pre-testing)
- Endline analysis report of pilot campaign
- Online tracker of the activities/MIS

Implementation Context: Given the unfortunate COVID 19 situation, this project has to be implemented post the restrictions and lockdown is removed in targeted geographies. Therefore a focus on digital mediums would need to be emphasized since social distancing will be the norm for the time duration of this campaigns implementation; this would need to be a significant element to a comprehensive behavior change communication strategy.

Audience Profile:

- Primary Audience: Gram Panchayat, UWSC Members, Key Champions identified per village
- Secondary Audience: Community members (through primary audience)
- Tertiary Audience: Block and State Level Government Officials

Expected Outcomes:

- Communities are aware of the importance of the need to conserve and manage their main water sources i.e. springs
- Communities are taking ownership of the conservation efforts to rejuvenate their springs and manage that water across the community equitably and efficiently
- Communities value water and take necessary efforts at a community and an individual level to conserve and practice sustainable practices
- This strategy would require to be adopted in the North Eastern states as well and implemented on scale

Deliverable	Description
Strategy	A Campaign manual that outlines the Behaviour Change Program to achieve outcome in the above mentioned areas. It will detail out the Campaign Strategy, Activities, Schedule, Resources, Roles based on different target groups
Creative	Campaign Collaterals such as posters, pamphlets, film/street theatre scripts, games and flip charts, as outlined in the campaign brief.
Implementation	Piloting, Training and Mentoring

The Consultant shall keep following points in to consideration during the designing the strategy:

- The Consultant would develop specific strategy which can be universally acceptable (based on required contextual tweaks) and need to be culturally acceptable and should be aligned with the overall programmatic objectives of the specific region.
- The Consultant would develop strategy keeping in mind multi-level creative requirements as a part of the process which can be useful for the field implementation organizations to continue the

campaign over a long period of time during the implementation phase. The interventions could be through multiple mediums for which the Consultant need to develop context specific materials.

Timeline

Deliverables	July	August	Sept	Oct	Nov
TWM presentation	10 th July				
Discussion and Proposal Submission	15 th July				
Secondary Research Strategy Development	20 th July				
Content Development (Phase 1)	30 th July				
Content Development (Phase 2)		10 th Aug			
Content Development (Phase 3)		20 th Aug			
Content Development (Phase 4)		31 st Aug			
Pilot testing & Implementation					
Endline Analysis Report and Final Campaign Submission					

Additional information

Listed below are certain key elements which need to be incorporated into the overall campaign:

- Two major aspects need to be focused on through this proposal:
 - Technical Knowledge Dissemination to VWSC and identified personnel leading this
 - Social Behavioural Change with community at large
- This programme is envisioned to be developed into four major phases with key elements listed below:

1. Phase 1- Pre Planning: Technical – inputs on Required Data Collection Procedures

Key TG: Identified 2-3 champions per village/ VWSC groups

Objective: To build the capacities of TG through development of a pool of digital tools on the below mentioned Key Messages to aid in data collection:

- a. Geotagging
- b. Discharge Measurement
- c. Spring Inventory
- d. Steps for Recharge Area Demarcation

2. Phase 2- Social - Sensitization of Community through knowledge dissemination

Key TG: All community members (primarily Male/ Female elders)

Objective: To sensitize the TG towards the importance of water and therefore springshed management and bring them together to take ownership of the process and encourage 10-15 %@ community contribution. Key messages to be incorporated:

- a. Importance of water, springs as a source and why the community at large needs to practice Springshed management through a social and scientific perspective to bring about sustainable management of springs through communities themselves

- b. Triggering activities: such as comparative videos of worst case and best case scenario and link it to the *JJM- Har Ghar Mein Nal* programme
3. **Phase 3- Implementation: Technical – Process Flow for Springshed Management**
Key TG: Identified 2-3 champions per village/ VWSC groups
 Objective: To build the capacities of TG through development of a pool of digital tools on the below mentioned Key Messages to aid in implementation of Springshed management:
- a. Water demand and availability calculation
 - b. Hydrogeological survey of Springshed (in detail)
 - c. Slope percentage calculation and contour levelling
 - d. Recharge structures designing (Trenches, recharge ponds, check dam, gabion structure etc)
 - e. Role of vegetative measures for groundwater recharge
 - f. Groundwater recharge volume calculation
 - g. Rainfall measurement
 - h. Water quality testing
4. **Phase 4- O & M: Technical - inputs on operational and maintenance mechanisms**
Key TG: Identified 2-3 champions per village/ VWSC groups
 Objective: To build the capacities of TG through development of a pool of digital tools on the below mentioned Key Messages to ensure proper O&M and sustainability:
- a. Protocols for springshed recharge area (ODF, grazing free (social fencing), gap filling for plantation, recharge structures protection, etc.)
 - b. Desilting and maintenance of recharge structures
 - c. Data management System at village level (Spring discharge, Rainfall and water quality)
 - d. Chlorination and water quality management
 - e. Record keeping and documentation
 - f. Role of VWSC in ensuring proper O & M
 - g. Role of Overall Community in ensuring sustainability

Overall comments:

- Technical content (digital) will be provided by the teams
- Teams will provide some good case studies which can be incorporated into the triggering process with VWSC and communities
- A chain of transmission will need to be developed through Champions – VWSC – Community
- Digital interfaces will need to be explored to disseminate this content in areas with connectivity issues
- The same interface could have built in checks and balances help with data collection and data validation on the platform