

PUBLIC PARTICIPATION & AWARENESS (PP&A) IN DELHI, U.P. AND HARYANA

PP&A is a pivotal component, realizing its significance in making projects sustainable. Specific objectives include promotion of different prevention and management measures, optimal utilisation and maintenance of created facilities and strengthening of effective coordination among PIAs, ULBs & NGOs/ CBOs and the community. The four specific programmes as mentioned below are being implemented through partner NGOs in the selected project towns.

Clean Yamuna Manch in Delhi and Agra

This is a special drive to complement/ supplement the PP&A component through mass awareness, policy initiatives, advocacy, networking, research, media, documentation, and information dissemination. Strategic targeted interventions are carried out to mobilize various stakeholders including community leaders, political elected representatives, relevant government organisations, educational institutions/ universities, media groups, corporate sectors, national and international organisations, and general public towards the promotion of Clean Yamuna.

Other PP&A Programs in all three states

- Socio-economic and Environment Upgrading of CTC Neighbourhood Community Programme:

Emphasis of the programme is promoting hygienic sanitation practices in CTC neighbourhood communities through community acceptance and optimum utilisation of existing sanitation facilities in order to strive for 'Zero Pollution' service areas. Broad activities comprise awareness and sensitisation campaigns of community members, hygiene and sanitation education, capacity building, establishing linkages and creating an environment for community based intervention.

- School Health and Hygiene Programme:

Special thrust of the programme is to develop responsible behaviour amongst school children and promote them as change agent for prevention and management of river pollution. The awareness generation and knowledge upgrading on river water pollution, solid waste and wastewater management are considered instrumental for children to act as change agents at their school, home and surrounding environment where they live.

- Town Specific Innovative Programme:

The programme is to support specific socio-cultural and community initiatives/ experiments/ innovative efforts on issues related to community health, hygiene, sanitation, environment pollution & conservation with small financial investments, short duration and scope for sustainable replication and up-scaling at the larger context.