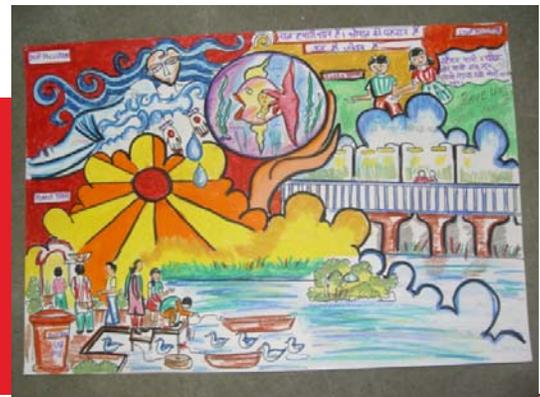
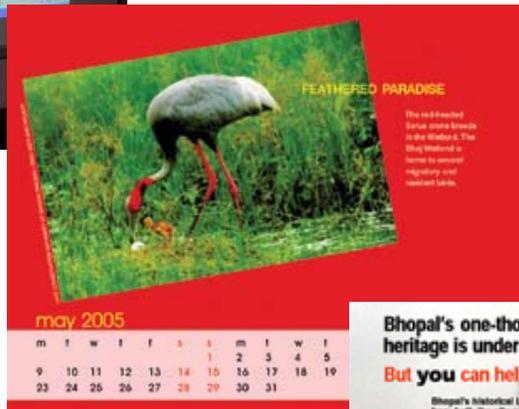


# Designing and Implementing a Communication Strategy for Mobilizing Resources for Supporting Wetland-friendly Management Practices in the Catchment of the Bhoj Wetlands, Bhopal, India

## Final Report



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September 30, 2005

Supported by: UK's Department for International Development



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This is a component of the international project "Developing markets for watershed protection services and improved livelihoods", coordinated by the International Institute for Environment and Development and funded by the UK's Department for International Development (DFID). The views expressed in this document do not necessarily represent official UK government and/or DFID policies.

# Table of Contents

INTRODUCTION .....	4
<b>PHASE 1, APRIL-JUNE 2005: GENERAL AWARENESS BUILDING.....</b>	<b>4</b>
<b>Production and distribution of extension materials.....</b>	<b>4</b>
Pamphlet .....	5
Desk-calendar .....	5
Media Workshop.....	6
Panel Discussion on Corporate Social Responsibility.....	7
<b>PHASE 2, JULY-AUGUST 2005: TARGETED ACTION-ORIENTED COMMUNICATION.....</b>	<b>9</b>
<b>Inter-school painting and open poster competition.....</b>	<b>9</b>
Pre-programme Efforts .....	10
Award Ceremony .....	10
Poster Exhibition .....	11
Recommendation.....	11
<b>Street Theatre .....</b>	<b>11</b>
<b>One-to-one meetings and presentations.....</b>	<b>12</b>
<b>PHASE 3, SEPTEMBER 2005 ONWARDS: FOLLOW-UP AND NETWORKING....</b>	<b>12</b>
<b>Liaison with the LCA Interpretation Centre.....</b>	<b>12</b>
<b>Email Networks .....</b>	<b>12</b>
<b>SUMMARY AND CONCLUSIONS .....</b>	<b>13</b>
<b>LESSONS LEARNED AND RECOMMENDATIONS .....</b>	<b>13</b>
<b>Some Observations .....</b>	<b>13</b>
Extension Materials.....	13
Media and Environment .....	13
Corporate Social Responsibility .....	14
<b>Lessons and Recommendations.....</b>	<b>14</b>
Media Workshop .....	14
Workshop on Corporate Social Responsibility .....	14
Painting/poster competition for children .....	15
Street Theatre .....	15
Other recommendations .....	16
Annexure 1: Image of the pamphlet .....	18
Annexure 2: Images of the Calendar .....	19
Annexure 3: Media Workshop Agenda .....	20
Annexure 4: CSR Workshop Agenda.....	21
Annexure 5: Media coverage .....	22
Annexure 6: Participating schools.....	23
Annexure 7: Poster advertisements.....	24
Annexure 8: Newspaper clippings of painting and poster competition .....	25

## Introduction

The project “Designing and implementing a communication strategy for mobilizing resources for supporting wetland-friendly management practices in the catchment of the Bhoj Wetlands” was undertaken by Winrock International India (WII) in collaboration with the International Institute for Environment and Development (IIED) as a supporting extension to the ongoing bigger project titled “Developing Incentive-based Mechanisms for Watershed Protection Services and Improved Livelihoods”. This bigger, collaborative action-research project of IIED-WII-LCA (Lake Conservation Authority of Madhya Pradesh) aims to promote incentive-based mechanisms to address problems in the wetlands related to agriculture run-off.

The aim of the communication strategy is to help in mobilizing *resources* that can be channeled to farmers (especially poor ones) in the catchment to encourage them to shift to more wetland-friendly agricultural practices. The attempt is to *generate the resources* from the *recipients* of the watershed services. It was thought that developing and implementing an effective communication strategy was necessary to first make the *recipients* aware about the different problems related to agriculture run-off and how it concerns them. Once aware, the recipients can subsequently be encouraged to make voluntary payments to support the farmers. This comes at the second stage.

To achieve this first objective, WII developed a three-pronged communication strategy to be implemented through three broad phases:

- General awareness building
- Targeted action-oriented communication
- Follow-up and networking

## PHASE 1, APRIL-JUNE 2005: GENERAL AWARENESS BUILDING

The objective of the “general-awareness-building” phase was to reach out to a wide range of stakeholders through a number of activities: During April-June 2005, three major activities were undertaken as part of this phase:

- Production and distribution of extension materials
- A workshop for the local media, both print and electronic
- A panel discussion on Corporate Social Responsibility (CSR)

Salient features and progress on each of these major activities are explained below.

### Production and distribution of extension materials

Two types of extension materials were designed:

- Pamphlet (handout)
- Desk-calendar

The objective was to use these two materials to “remind” the people of Bhopal about the various roles that the wetlands played in their lives and how they must protect and nurture these roles. Both materials, the pamphlet and the calendar, contain photographs and text about the Bhoj wetlands. While the desk calendar focused on highlighting the positive aspects of the wetland, the

pamphlet called for action. They were distributed among various stakeholders to convey subtly the need to address the problem of agriculture run-off related pollution and siltation in the wetlands. The initiatives undertaken through the IIED-WII-LCA collaborative project were also mentioned in these extension materials to show that efforts are already being made. The materials drew upon the existing resources of LCA.

The process that the project team adopted in developing the pamphlet and the desk-calendar is briefly explained below.

## Pamphlet

The 8.5" x 11" pamphlet was designed colourfully, using black, red and yellow as the primary colours (see adjoining photo). The aim was to draw quick attention not only to the pamphlet but also to the main points elucidated in it. A catchy headline loudly calls out to the people of Bhopal to "save" their "one thousand-year old heritage under threat." The supporting text then goes on to explain where the threat is from, the joint efforts being made by WII and LCA to protect the lakes, and how everybody needs to join hands to "save our heritage."

The pamphlet was distributed to a wide circle of stakeholders, who have received it well.

See **Annexure 1** for a copy of the pamphlet



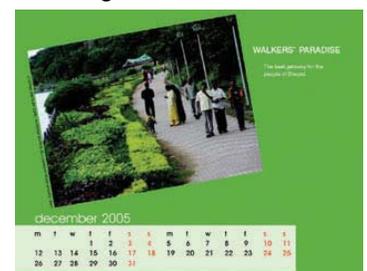
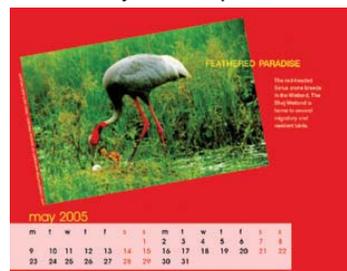
## Desk-calendar

For all working professionals, a desk-calendar does more than just show the dates. An attractive and attention-arresting calendar on a senior executive's desk can serve as an excellent motivator and communication tool, not only for the executive but also for the visitors to the office. Besides, reinforcing the message on it many times a day, the desk life of the calendar is one year long.

WII therefore thought of using the desk-calendar as a core component of its communication strategy, especially since it was targeting the corporates as an important contributor of resources. The overall theme of the desk-calendar is "Multiple Roles of Bhoj Wetlands". Every leaf of the calendar captures various ways in which Bhoj wetlands touch the lives of the people of Bhopal. Eight major roles were chosen: historical value; cultural importance; weather moderation; biodiversity; migratory birds; source of drinking water, food and livelihood; natural beauty; and tourism and recreation. Each theme was explained through a relevant picture and accompanying copy. Each theme was also given a different colour, complimenting the role it played.

The calendars have been distributed by hand and through courier to a large database of stakeholders drawn by WII and LCA jointly. They were also distributed to the participants at the media workshop and the panel discussion on CSR held on May 16. Copies have also been given to heads of all Forest Departments in the country.

See **Annexure 2** for images of the calendar.



## Media Workshop

A one-day workshop was organised for Bhopal-based journalists of print and audio-visual media on May 16, 2005, at the Jehan Numa Palace Hotel in Bhopal. Titled **Media and Environment: Earth Reporting**, the objective was to *sensitise* the media regarding the need to focus on environmental issues, especially the issue of agriculture run-off and resultant pollution and siltation in the Bhoj wetlands. The aim was to encourage as many journalists as possible to cover this issue in their newspapers, magazines, radio, or television channels. The contention is that this coverage in the media would not only make the targeted stakeholders aware about the different useful roles that the Bhoj wetlands are playing but also to sensitize them to the idea of helping to save the wetlands.



An eminent panel of speakers from the media was carefully chosen. The members on the panel were:

- Abhilash Khandekar, Chief of Bureau, *Hindustan Times*, Bhopal
- Surojit Mahalanobis, *The Times of India*, New Delhi
- Rajesh Badal of *Aaj Tak*, Bhopal
- J.S. Mathur, Chief Executive Officer (CEO) of LCA

The presentations and discussions that followed were moderated by Sushmita Malaviya, Copy Editor, *Hindustan Times*, Bhopal.



Opening the presentations, Sushil Saigal from WII and Dr J.S. Nandi from LCA highlighted the various issues concerning the Bhoj wetlands, focusing especially on the initiatives being taken under the IIED-WII-LCA collaborative project. Dr Nandi said that media's role is critical in promoting the WII-LCA initiative of encouraging farmers to adopt eco-friendly agriculture practices such as use of organic compost.

Each individual speaker from the media on the panel agreed that "environmental issues must get more media attention."

Mr Khandekar contended that environmental awareness among journalists was on the rise, though it was gradual. However, environmental pollution was not limited to air and water only, he added. Media is challenged with newer kinds of environmental issues such as climate change, so keeping itself updated to efforts being made by various parties was important for journalists.

Mr Mahalanobis analyzed the trends in environment reporting in the print media and spoke about the various reasons for limited coverage. Emphasizing the importance of initiatives such as the IIED-WII-LCA project, he encouraged journalists to cover such initiatives and shared his own experience in this regard.

Mr Badal, representing a national-level and one-of-the-most-watched Hindi news channel, spoke about the need for specialized environmental reporters and a dedicated slot on all TV channels on environmental issues. He also added that media and environmental experts must interact regularly to bring about a greater understanding of environmental issues and the need for collaborative action.

Mr Mathur proudly presented the various environmental initiatives taken in the state of Madhya Pradesh, which, he felt, media should pay a greater attention to. Once the media does that, people will be aware about their stand on it. This will create a forum for feedback and improvements in the state government's initiatives towards environmental issues.

Once the presentations were over, the floor was thrown open for discussions. More than 50 journalists representing the local media as well as many students from media institutes in Bhopal participated in the discussions.

The workshop deliberations were reported in almost all local newspapers – both in English and Hindi. Some of the prominent ones were:

- *The Hindustan Times*, Bhopal Edition (English)
- *The Times of India*, Delhi Edition (English)
- *The Pioneer*, Bhopal Edition (English)
- *Dainik Jagran*, Bhopal Edition (Hindi)
- *Dainik Bhaskar*, Bhopal Edition (Hindi)
- *Sandhya Prakash* (Evening News), Bhopal (Hindi)
- *Raj Express*, Bhopal (Hindi)
- *Rajya ki Nai Duniya*, Bhopal (Hindi)

Mr Mahalanobis from the *Times of India*, who was also one of the speakers representing one of the top national-level English newspapers in India, wrote a series of articles on the IIED-WII-LCA initiatives in Bhopal both for print and online editions.

The event was also covered by the local, 24-hour TV channels Raj TV, Bhaskar TV and See TV, and aired a number of times on May 16 and May 17.

See **Annexure 3** for program agenda.

## Panel Discussion on Corporate Social Responsibility

The third part of the awareness building strategy comprised a panel discussion on corporate social responsibility (CSR). This was organised for senior executives from industries and industry houses in Bhopal on the evening of May 16, 2005, at the Jehan Numa Palace Hotel. Under the banner that said **Corporate Social Responsibility: Business and Society**, the



six-member panel engaged in an interactive discussion that focussed on social initiatives by business houses.



The speakers were a mix of well-known representatives from industry, financial institutions, and bureaucracy. They were:

- M.N Buch, Chairman of the National Centre for Human Settlements and Environment, Bhopal and Former Principal Secretary, Madhya Pradesh.<sup>1</sup>
- Niranjani Khatri, General Manager, Welcomenviro Initiatives, ITC
- A.P. Bhatnagar, General Manager of State Bank of India, Bhopal
- Jacob Mani, Vice President, HEG Limited
- B.K. Srivastava, General Manager, National Bank of Agriculture and Rural Development (NABARD)
- J.S. Mathur, Chief Executive Officer, LCA

WII also explored the possibility of organising this talk in collaboration with the local industry association (CII–Confederation of Indian Industry). CII supported through mailing databases of its industry members. Rameshwar Prakash, Chairman, CII Bhopal Chapter, who was also on the panel could not attend owing to an unscheduled meeting. Discussions were also held with the local office of the British Council, who showed interest in collaborating with the project but said they would do so when they start their own CSR initiative later in the year.

Delivering the keynote address, Mr Buch stressed upon the important role that industry can play by providing technical knowledge and manpower to promote a better environment. He also shared his vast experience as a planner and senior bureaucrat in Bhopal and mentioned about current environmental threats facing the city.

Mr Khatri presented the various initiatives taken by ITC towards CSR such as corporate volunteerism, promotion of water-efficient technologies in their hotels, domestic help training programs, etc. He also talked about several simple environment-friendly techniques and devices that could be used by farmers e.g. mechanical insect trap for stored grains that eliminates the need for use of chemical repellents.

“Industry is moving beyond philanthropy towards ‘community development’ as an integral part of business”, added Mr Mani, substantiating what Mr Buch and Mr Khatri had said before him. He also shared that HEG Limited has decided to work on issues of CSR but are yet to formulate detailed plans.

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<sup>1</sup> Mr. Buch is an eminent writer and expert on environment and urban issues. He has written books such as “Planning the Indian City”, “Of Man and His Settlements” and “The Forests of Madhya Pradesh”.

Further reiterating the idea of integrating 'business interest' with CSR for its long term sustainability, Mr Bhatnagar stressed on effective financing as a tool and gave examples of some of the initiatives that the SBI Bhopal had taken such as providing loans to self-help groups and to industries with a pollution control certificate.

Adding to his examples, Mr Srivastava gave details of the various initiatives and schemes as well as funding opportunities available from NABARD.

Mr Mathur and Sushil Saigal from WII added how corporate houses can help in the WII-LCA joint efforts towards promoting the use of eco-friendly agriculture practices.

The panel discussion was covered by the *Hindustan Times* and *The Times of India*, the two main national newspapers, the following day.

See **Annexure 4** for program agenda.

See **Annexure 5** for collage of newspaper clippings on the two events.

## PHASE 2, JULY-AUGUST 2005: TARGETED ACTION-ORIENTED COMMUNICATION

In this phase, the focus was on targeting specific kinds of audience through such activities that would lead to generation of resources.

### Inter-school painting and open poster competition

On August 28, an inter-school painting and open poster competition on the theme of "Save Bhopal Lakes" was organized in Bhopal jointly by the LCA and WII at the Jal Tarang Interpretation Center. Both competitions were planned for a maximum 400 participants. But the response was overwhelming – about 600 students from 50 educational institutions participated in the painting competition while another 100 participated in the open poster competition.



The competitions were categorized into three groups: interschool Junior (up to age 13), senior (age 14 to 18), and one open group for poster competition.

Most students expressed the various environmental threats faced by the wetlands and also depicted remedial and conservation measures for spreading knowledge about environmental conservation.

A committee of five judges formed of artists and scientists evaluated the paintings and the posters. The committee members were Mr Raja Mukerjee (renowned artist and teacher); Mr Kailash Tiwari (artist), Dr Madhu Verma (Ecologist and forestry expert from the Indian Institute of Forest Management, Bhopal); and Dr S.M. Misra and Dr P.K. Nandi, senior scientists from LCA.

There were 18 winners. Participation certificates were given to all participants.

### Pre-programme Efforts

Invitation letters for participation, along with an information brochure, were first sent to all educational institutions of Bhopal. This was followed by two advertisements in two newspapers, one in the *Hindustan Times*, the second in *Dainik Bhaskar* about the competitions. The advertisements were released on August 25, and gave a wider publicity. See copies of the advertisement in **Annexure 7**.

Scrolling messages about these competitions were also broadcast on four local TV channels for four days continuously (from evening of August 24 to morning of August 28).

### Award Ceremony

The prize distribution ceremony was organized at the Jaltarang Interpretation Center in the evening on the same day. The event was attended by a large gathering of parents and visitors. Awards were given away by Mr Sushil Saigal, Dr Madhu Verma, Mr Raja Mukerjee, and Mr Kailash Tiwari.

**About 20 hearing and speech-impaired students from the Asha Niketan Institution participated in the competition. Four of these students won prizes, which is a creditable achievement and exemplary for all the participants.**

The painting and poster competition and the award ceremony were recorded through photography and videography. The print and electronic media gave wide coverage to this programme.



See Annexure 3 for the news clippings. Digital photos of the paintings and posters are available with WII and IIED.

### Poster Exhibition

The exhibition of paintings and posters was organized on August 29–31 at Jaltarang Interpretation Center of LCA, near the Boat Club. A large number of visitors and tourists have appreciated the exhibition as an excellent effort at mass education and motivation for achieving wetland-friendly practices.

### Recommendation

Many of the paintings are so meaningful and attractive that they can be reproduced in the form of greeting cards and table calendars for conveying the message of water conservation. Sales proceeds from the greetings can go in the form of resources to the farmers.

### Street Theatre

As part of the communication strategy to reach out to the city residents, WII subcontracted a Bhopal-based theatre group called Bharat Gyan Vigyan Samiti (BGVS) to organize street plays at strategic locations in the city.

BGVS produced a play which they named *Remote Baba* (the saint with a remote). The theme revolved around pollution in the lake waters of the Bhoj Wetland and how to prevent this.



Given below is the broad plot of the play:

“Two Bhopali men, Banne Khan and Panne Khan, are disciples of the Remote Baba, who tells them about the significance of lakes and asks them to find out the causes of pollution in the Bhopal lake. So the duo set out in search of the causes. They see people dumping garbage, and meet farmers and discuss about chemical pesticides flowing into the lake waters. In the end, they appeal to the people to come forward to save the lake.”



Typical of the India folk tradition, the play had a number of songs cleverly weaved into the plot. The lyrics were easy and memorable, and were written in the local dialect. The “saint” concept touched the people’s spiritual chord.

BGVS organized 10 shows in three days at prime locations in the city, including the banks of the lakes, the Boat Club, Jumnerati, Kamla Park, and the Top-end Town Cross. These places were identified because they are the “busiest spots” in the town and frequented by all classes of people, including tourists.

Approximately 4,500 people, including women and children, watched the shows and, according to BGVS, “absorbed the message.” At the end of the show, the artistes interacted with the audience which included students, reporters, litterateurs, the common man and a large number of tourists.

## **One-to-one meetings and presentations**

Ten one-to-one meetings were organised with a number of stakeholder groups. During these meetings, audio-visual and print communication aids were used to support the efforts for raising the desired resources.

Three Power Point presentations, one for each of the identified stakeholder groups (identified at the beginning of the assignment) were developed and used during these meetings. The presentations focus on potential benefits arising from adoption of wetland-friendly agriculture practices and the need for voluntary payments. The institutional mechanism for ensuring transparency (and accountability) in utilization of these payments is emphasised. These presentations have a high visual content.

During the meetings, the stakeholders gave suggestions on the presentations. On the basis of the suggestions, the power point presentations were revised.

## **PHASE 3, SEPTEMBER 2005 ONWARDS: FOLLOW-UP AND NETWORKING**

### **Liaison with the LCA Interpretation Centre**

An Interpretation Centre is already being run by the LCA to keep the general public informed regarding the various wetland related issues as well as LCA’s activities.

LCA has been a very active participant in this project. It contributed with man and material resources to organize the media workshop, CSR talk, the painting competition and the poster exhibition. The Interpretation Center is also used to disseminate information regarding the action-research project to the general public. Pamphlets and other extension materials were distributed from the Interpretation Centre.

### **Email Networks**

WII has finalized an address book of stakeholders in the project. Project information is being sent to the stakeholders not only to keep them updated about the progress of the project but also allow exchange of information that will take the project forward.

## SUMMARY AND CONCLUSIONS

As part of the project of “Designing and implementing a communication strategy for mobilizing resources for supporting wetland-friendly management practices in the catchment of the Bhoj Wetlands” WII developed a three-pronged communication strategy to be implemented through three phases: general awareness building; targeted action-oriented communication; and follow-up and networking.

The aim of the first phase was to reach out to a wide range of stakeholders through production and distribution of extension materials; a workshop for the local media; and a panel discussion on corporate social responsibility (CSR).

The immediate response to the extension materials, media workshop and panel discussion on CSR has been encouraging. The events were covered extensively by the local media, which has committed to cover the IIED-WII-LCA initiative proactively. Arrangements are being made at the project level to keep the media regularly informed about the progress being made under the project.

Face-to-face meetings as a follow-up activity and followed in the second phase of the communication plan – targeted action-oriented communication.

The lessons learned from the entire project and recommendations are given below.

## LESSONS LEARNED AND RECOMMENDATIONS

### Some Observations

The following are the main observations post implementation of selected activities under the first phase of the communication strategy:

#### Extension Materials

- Printed extension materials are very useful in focusing attention on the issue at hand.
- Desk calendars are useful because they have a long shelf life.
- Extension material in local language may be more appropriate for certain target audiences.

#### Media and Environment

- Media is a very powerful force and can be effectively used not just for raising awareness but for policy advocacy and change as well.
- The mainstream media is increasingly driven by commercial considerations but there is interest in environment issues as well.
- If media is provided information about environment issues in the form of an article or press release, they are willing to cover it.
- Face-to-face interaction and personal relations with journalists are very important.
- Arranging field visits of journalists to project sites can go a long way in getting project related stories and messages in media.
- As far as possible, information provided to media persons should be clearly written as there is a chance of misinterpretation.

- A mix of English and the local language (in this case, Hindi) works best rather than focusing on one language alone (even the workshop was conducted in mixed language with greater emphasis on Hindi).

### Corporate Social Responsibility

- These days the corporate sector is moving beyond “philanthropy” towards “community development”.
- Many corporates are interested in CSR but don’t have concrete ideas to move ahead.
- Many industries are keen on CSR but by integrating it with business interest.
- Industries have the technical knowledge and manpower which they can contribute; the focus should not only be on raising money.
- Some funding opportunities are available with Financial Institutions and Banks and these could be tapped.

## Lessons and Recommendations

The implementation of the “communications” strategy taught us the following lessons:

### Media Workshop

- We found that the workshop for the local media was timely and an absolute necessity. There is now better awareness about the significance of the Bhoj wetland among the various media. The workshop was useful in establishing a relationship and initiating a dialogue with a force that, owing to its wide reach, can influence decisions at many levels – the beneficiaries, the service providers, the policy makers and even the common man.

However, the dialogue with the media must be consistent and strengthened, at least through the entire project duration, supplying information about the various activities such as organic farming, etc, frequently to not only keep them updated of the developments but also to retain their interest in the project activities. During events and workshops, the media should always be invited. This will help in creating the background for developing “payment mechanisms.” The concept of payment mechanisms is not new to India, but few people understand the process behind the concept.

- Students from the local institute of journalism, who attended the media workshop, showed interest in the Bhoj Wetland project. Especially those who were specializing in environmental studies asked a number of questions on the concept of “payment mechanism,” which was entirely new to them. Regular exposure visits and lectures to sensitize them to environmental issues – and how the concept mechanism works, with special reference to the Bhoj Wetland project – would prepare them at the formative stage.

Students often form a formidable force, and their creative energies can be tapped and exploited. It is recommended that in communication strategies, students can be considered.

### Workshop on Corporate Social Responsibility

- Many corporate houses are keen on taking up CSR initiatives. A few have shown keen interest in looking at the Bhoj Wetland project as a CSR opportunity, but they still need assistance in terms of developing a road map for their participation. Explaining corporate heads about the concept of payment mechanism was comparatively easier, however, they needed to be educated how this will work in the light of the Bhoj Wetland project. Targeted

and sustained meetings with such corporate houses, and if necessary site visits and educational literature, can bring in the desired contribution from them.

We gave corporate houses a small example of how they can help immediately: they can sponsor organic farming activities in their gardens and plantations and purchase organic produce for their industrial canteens as a small initiative. The chamber of industries or industrial associations or similar industrial bodies, which have regular interactions with their members, can be actively involved in influencing this decision with the industries.

Corporate heads are often hard pressed for time, quick at making decisions. Once they have made a negative decision, they will not change easily unless heavily re-influenced. Hence, before approaching them, it is necessary to do one's homework well, and be prepared with the answers to all possible questions, especially when one is approaching for resources. Corporate heads will also ask for established examples of payment mechanisms and they look at all investments in "figures". Despite CSR being a social cause, which they understand, corporate heads will have to be convinced of "profits" – social profits, or profits for a larger cause – before they contribute.

Those who contribute will also want to know how their contribution is being used. Keeping them constantly and automatically updated on their contribution will encourage them to make future contributions and spread a good word.

Adequate resources built into any communication strategy where CSR is a component for a long term – at least for a definite period after the project is over – and not as a one-time or short-term effort, can achieve better results.

### **Painting/poster competition for children**

- Painting and poster competitions are an opportunity for children to express their creative energies, for which many will also do research. Indirectly, this research helps in enhancing awareness and knowledge level, and in some cases even an interest to do more than just participate in the event.

More activities of the type of painting competition, poster exhibitions, slogan contests or, for older children, essay writing competitions are recommended. The winning entries in these contexts can be exhibited through the media for greater awareness and encouragement.

Two paintings from the painting competition organized for the school children were converted into new year greeting cards by Winrock. We suggest that such paintings can be converted into a saleable product such as cards and posters and sold in the open market. The proceeds from the sale can be used as a "payment" for the service. But more importantly, it provides people with the background answers and subtly paves the way for introducing payment mechanisms.

### **Street Theatre**

- Street theatre is highly effective in improving the awareness level of the general mass. Therefore, our communication strategy included street theatre as an important component for awareness building about the significance of protecting the Bhoj wetland and the contribution of agencies such as of WII and LCA.

Street theatres give the audience – which is highly diverse – an opportunity to ask questions freely while being entertained. Interactivity can be built into the plot of the play, where the actors induce the gathering to participate. This is a good strategy for indirect participation combined with entertainment.

Our street theatre was focused on the subject of conservation of the lake, and in interacting with the residents of the city on how they might keep the lake waters free from pollution. It would have been a good idea to have a second series of plays focusing on the concept of “payment mechanism” immediately following the series of presentations on the conservation of the lake waters.

Many people watching the plays asked questions such as “if we do not let the sewerage into the lake, where else do we dispose it?” or sensitive questions such as on immersion of idols during festivals which is a centuries old cultural practice. It would be a good idea for the actors to be equipped with the right kind of answers for such questions. If it is possible, every time the play is staged the actors can be accompanied by representatives from the government or the local municipality, who can then provide the suitable answers. Often such questions are legal issues, or the decision may lie with the government.

While the concept of payment for natural resources is not easy to communicate, it can be introduced through a simple “yes” “no” process, gradually arriving at a “yes”. Using this strategy will certainly not bring a flood of payments, but it will definitely reduce the shock of the idea of paying for a natural resource such as water from a lake.

### Other recommendations

- Despite the awareness created under the communication project, there is still lack of effective checks to cut down on the amount of garbage going into the lakes. It is important that a different communication strategy is developed, targeted specifically at the citizens, elected members of the local municipality, civil societies working with rag pickers, and concerned government departments to develop and adopt effective waste management practices so that damage to the Lake can be prevented.
- There is scope to develop communication activities specifically designed for school and college students. For example, school nature clubs can be involved in activities such as monitoring of lake water quality. Volunteer forces to protect the wetlands may be built in the long run.
- It is important that greater and sustained interaction and consultations with political leaders as well as citizens’ groups is introduced that can lead to the development of payment mechanisms.
- If the benefits of organically grown produce can be publicized, it will help to create a market for organic foods and directly encourage farmers to shift from inorganic farming to organic farming. Extensive media coverage, stalls and exhibitions at market places, hoardings and panels at such events as the Van mela (forest fair) could be some of the ways to achieve this objective.
- Other organisations working on environmental issues, especially water, as well as management institutes may be involved. To ensure sustainability of the payment mechanisms possibility of linkage with other environment and development programmes may be explored.
- In some instances, it was noticed that there were questions in the media, corporate sector, NGOs as well as the common people about the way the Bhoj wetland project was implemented. Greater interaction with these stakeholders and active involvement of non-governmental actors will help in establishing the necessary credibility and payment mechanism, for example forming a learning group comprising environmental experts, policy

makers, academics, and other eminent people can help in contributing to guide the implementation but also promote the concept through word of mouth.

## Annexure

**Annexure 1:** Image of the pamphlet.

**Annexure 2:** Images of the calendar.

**Annexure 3:** Program agenda of Media Workshop.

**Annexure 4:** Program agenda of Panel Discussion on Corporate Social Responsibility (CSR).

**Annexure 5:** Collage of newspaper clippings on the two events.

**Annexure 6:** Educational institutions which participated in the painting and poster competition.

**Annexure 7:** Advertisement in the local paper and posters announcing the painting competition.

**Annexure 8:** Collage of newspaper clippings on the painting competition.

## Annexure 1: Image of the pamphlet



# Bhopal's one-thousand-year-old heritage is under threat !

## But you can help save it !

**Bhopal's historical Lakes are facing threats from both the city and the villages around them:**

- Pollution from the city is primarily in the form of household sewage and solid waste.
- Threats from the villages include mainly fertilizers and pesticides used in agriculture fields.
- Besides, during the rainy season, soil gets washed into the Lakes and collects on their beds, reducing the Lakes' capacity to store water.

### The Bhoj Wetland Project

The Government of Madhya Pradesh implemented the Bhoj Wetland Project between 1995 and 2004. The objective was to conserve and sustainably manage the Lakes. Funded by the Japan Bank for International Cooperation, the major focus of the project was to address the problem of pollution from urban sources.

### We are making efforts to protect the Lakes, but we also need your help

The Lake Conservation Authority of Madhya Pradesh (LCA) and Winrock International India (WII) are now working together to address problems related to the rural catchment of the wetland. Efforts are on to promote the use of organic compost among farmers and to reduce dependence on chemical pesticides. Less use of chemical fertilizers and pesticides means reducing their inflow into the Lakes. This is good for the health of the people drinking the Lakes' water as well as for aquatic life. The farmers also gain in the long run through better soil quality and productivity.

**To know more about our efforts and how you can help, please contact:**

<b>WINROCK INTERNATIONAL INDIA (WII)</b> 1 Navjeevan Vihar, New Delhi – 110017 Tel: 91-11-26693868; Fax: 91-11-26693881 Email: sushil@winrockindia.org Website: www.winrockindia.org	<b>LAKE CONSERVATION AUTHORITY OF MADHYA PRADESH (LCA)</b> Paryavaran Parisar, E-5, Arera Colony, Bhopal Tel: 91-755-2460141-3; Fax: 91-755-2460183 Email: mplca@sancharnet.in Website: www.bhojwetland.org
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**Let us join hands and save our heritage !**

**Bhopal's Upper and Lower Lakes are world famous. They are:**

- centuries old;
- home to around 1,350 species of plants and animals;
- a haven for migratory birds;
- culturally valuable to many faiths;
- Bhopal's major tourist attraction and recreation center; and
- a source of drinking water for 40 percent of Bhopal's people.

Produced by Winrock International India (WII) in collaboration with the Lake Conservation Authority of Madhya Pradesh (LCA) under a multi-country project on "Developing Markets for Watershed Protection Services and Improved Livelihoods" coordinated by the International Institute for Environment and Development (IIED), London. This document is an output from a project funded by the UK Department for International Development (DFID) for the benefit of developing countries. The views expressed are not necessarily those of DFID.

PUB/Outreach-WII/2005



## Annexure 3: Media Workshop Agenda

### Media and Environment: Earth Reporting

(A workshop for the media)

Monday, 16 May 2005

Jehan Numa Palace Hotel, Bhopal

Winrock International India, and  
Lake Conservation Authority of Madhya Pradesh

### Workshop Agenda

	SPEAKER
10:30–11:00 am	Registration of Participants
11:00–11:05 am	<b>Welcome and agenda</b> Bhawani Shankar, Program Officer, Communications (WII)
11:05–11:15	<b>Introduction of participants</b>
11:15–11:30 am	<b>Winrock-LCA collaboration</b> Sushil Saigal, Program Manager (WII)
11:30–11:45 am	<b>The Bhoj Wetlands: Bhopal's Lifeline</b> Dr Nandi, Senior Scientist (LCA)
11:45 am–12:00 noon	<b>The Medium, the Editor and the Issue</b> Abhilash Khandekar, Hindustan Times, Bhopal
12:00 noon–12:15 pm	<b>Shifting Priorities: Reporting about Environment</b> Surojit Mahalanobis, Environmental Reporter, The Times of India, Delhi
12:15–12:30 pm	<b>Reporting for the TV – Electronic Media and Environment</b> Rajesh Badal, Aaj Tak, Bhopal
12:30–12:45 pm	J.S. Mathur, CEO, Lake Conservation Authority of Madhya Pradesh (LCA) and Commissioner (Housing), Government of Madhya Pradesh
12:45–1:15 pm	<b>Open House Discussion</b>
1:15–1:30 pm	<b>Summing Up</b> Sushmita Malaviya, Hindustan Times, Bhopal
1:30–1:35 pm	<b>Vote of Thanks</b> Bhawani Shankar, WII
1:35 pm	<b>Lunch</b>

## Annexure 4: CSR Workshop Agenda

### Corporate Social Responsibility: Business and Society

(A panel discussion)

Monday, 16 May 2005

Jehan Numa Palace Hotel, Bhopal

Winrock International India, and  
Lake Conservation Authority of Madhya Pradesh

### Workshop Agenda

TIME (6:00 pm–8:00 pm)	SPEAKER AND TOPIC
5:30–6:00 pm	Registration of Participants
6:00–6:05 pm	<b>Introduction to the workshop</b> Bhawani Shankar, Program Officer Communications, WII
6:00–6:10 pm	<b>Winrock-LCA collaboration</b> Sushil Saigal, Program Manager (WII)
6:10–6:25 pm	<b>Keynote address</b> M.N. Buch, Chairman, National Centre for Human Settlements and Environment (NCHSE), Bhopal
6:25–6:40 pm	<b>Panel Introduction and Presentation by Moderator</b> Niranjan Khatri, General Manager, Welcomenviron Initiatives, ITC
6:40–7:40 pm	<b>Panel Discussion</b> <b>Members on the panel:</b> <ul style="list-style-type: none"> <li>• M.N. Buch, Chairman, National Centre for Human Settlements and Environment (NCHSE), Bhopal</li> <li>• Niranjan Khatri, General Manager, Welcomenviron Initiatives, ITC</li> <li>• A.P. Bhatnagar, General Manager of State Bank of India, Bhopal</li> <li>• Jacob Mani, Vice President, HEG</li> <li>• B.K. Srivastava, General Manager, National Bank of Agriculture and Rural Development (NABARD)</li> <li>• J.S. Mathur, Chief Executive Officer, LCA</li> </ul>
7:40–7:55 pm	<b>Open House: Questions and Answers</b>
7:55–8:00 pm	<b>Vote of Thanks</b> Sushil Saigal, Winrock International India
8:00 pm	<b>Dinner</b>

## Annexure 5: Media coverage

**Environmental issues should get more media attention'**

SUNDAY TIMES OF INDIA New Delhi, May 29

**Corporates' help sought to save Bhoj Wetland**

By Surojit Mahalanobis/TNN

**Bhopal:** MP Lake Conservation Authority (LCA) has sought help from corporate captains to save Bhoj Wetland, comprising Upper Lake and Lower Lake, from degradation and pollution.

Home to over 1,400 plants, animal species and over 180 migratory birds, the lakes are also source of water for residents of Bhopal and neighbouring areas. In order to save the lakes, LCA and Delhi-based environmental NGO, Winrock International India (WII) recently organised a seminar here on "Corporate Social Responsibility".

Speaking at the seminar, LCA CEO JS Mathur said: "A master plan has been launched to keep the 1,000-year-old waterbody free from city garbage. The lakes, which met the city's water needs till 2000, are now meeting only 40 per cent of that," he said.

**पर्यावरण रिपोर्टिंग पर और पैदाशिल होने की जरूरत**

पैलेस में मीडिया और पर्यावरण पर कार्यशाला

17/5/05

Think Bhaskar 17/5/05

पर्यावरण की फिक्र होने लगी मीडिया को

HT-15 May 2005

**Winrock International held two workshops**

Bhopal and elsewhere are expected to participate in the workshop on media's role in environmental issues to be held during the morning hours, with special reference to Bhopal's Bhoj Wetland.

The Bhoj Wetland is an important source of drinking water and recreation for the people of Bhopal.

Media could play a big role in creating awareness about the kinds of pollution in the wetland and the efforts to control them, workshop organisers Shankar said.

The panel discussion on CSR would be held the same evening and would see participation of representatives of Indian industry and corporate captains.

पर्यावरण और मीडिया की भूमिका पर कार्यशाला

जहाँतुम होत पर्यावरण की तर्फ ध्यान नहीं दिया जा रहा

**पर्यावरण व मीडिया पर कार्यशाला**

भोपाल; पर्यावरण संरक्षण में मीडिया की क्या भूमिका होना चाहिये आज एक कार्यशाला में विचार-विमर्श किया गया। कार्यशाला में बड़े प्रदूषण के बचाने के उपायों पर भी विचार किया गया। विनरॉक इंटरनेशनल संरक्षण प्राधिकरण द्वारा आयोजित इस कार्यशाला में दिल्ली के महालोनविस, स्थानीय पत्रकार सुशिमता मालवीय, श्री खांडेकर व राजेश अलावा झील संरक्षण प्राधिकरण के जे एस माथुर, डा नंदी व अन्य अधिकारी अपने विचार रखे। स्थानीय मीडियाकर्मी की प्रतिभागी के रूप में यहां उ

Sandhya Prakash - 16/05/2

**पर्यावरण और मीडिया पर कार्यशाला कल**

भोपाल, 14 मई • पर्यावरण संबंधी विषयों की रिपोर्टिंग किस तरह हो विषय पर राजधानी के होटल जहानुमा पैलेस में 16 मई को सुबह 10.30 बजे कार्यशाला आयोजित की जाएगी। कार्यशाला में पर्यावरण से जुड़े विभिन्न मुद्दों एवं उन पर मीडिया की भूमिका पर चर्चा होगी। इसमें राजधानी के पत्रकार भाग लेंगे।

## Annexure 6: Participating schools

List of some of the major educational institutions which participated in the painting competition:

1. Carmel Convent Higher Secondary School, Govindpura
2. Jawaharlal Nehru Higher Secondary School, BHEL
3. Mount Carmel
4. Maharshi Vidhya Mandir
5. Delhi Public School
6. Asha Niketan
7. Saint Merry, Anand Vihar
8. Central School
9. Green Valley Model School
10. Elite Higher Secondary School
11. St. Joseph
12. Sagar Vidya Mandir
13. Sagar Public School
14. Champion School
15. Bal Bhawan
16. Mount Carmel
17. Raja Bhoj
18. Mother Teresa
19. Gyan Ganga International School
20. Rosel Public School
21. Kopal School
22. Red Rose
23. All Saints
24. Kamla Nehru Higher Secondary School
25. Vikash School
26. Govt. Naveen School
27. Scholar Home
28. St. Mary
29. M.V.M College
30. Hamidia College
31. MLB College
32. SAM College
33. People's Dental College
34. Excellence College,
35. and others

## Annexure 7: Poster advertisements

**Painting Competition**  
on theme  
*Save Bhopal Lakes*

 Sunday  
28th August 05 

**Inter School Painting Competition**  
10:30 am to 01:00 pm

**Open Poster Competition**  
01:30 pm to 04:00 pm

Venue  
**"Jal Tarang" Interpretation Center**  
Near Boat Club, Van Vihar Road, Bhopal, Ph: 2661421

**Participate & Win Attractive Prizes**

- Drawing sheet will be provided at venue ● Bring own drawing pad & colours ● All interested candidate can participate in this competition ● Contact organiser for more details.

Sponsored by  
**Winrock International India, New Delhi**

 **Organised by**   
**Lake Conservation Authority**  
Paryavaran Parisar, E-5, Arera Colony, Bhopal. Ph:-0755-2460141-3

## Painting Competition

on theme *Save Bhopal Lakes*  
on "Sunday" 28.08.05

Inter School Competition –10:30 am  
& Open Poster Competition – 01:30 pm

venue- "Jal Tarang",  
Interpretation Center, Near Boat  
Club, Van Vihar Road.

Interested participants may  
participate & win attractive prizes

Contact for more details - "Lake  
Conservation Authority",  
Paryavaran Parisar, E-5, Arera Colony, Bhopal.  
Ph:2460141-3, 2661421

## Annexure 8: Newspaper clippings of painting and poster competition

**दैनिक जागरण**  
दिनांक 31.08.05

**तालाबों की सुंदरता एवं पर्यावरण पर उकेरे चित्र**

भोपाल, 30 अगस्त. भोपाल के बड़े तालाब ए संरक्षण विषय पर बोट क्लब स्थित जल प्रिटेन्शन सेन्टर में अन्तर विद्यालयीन एवं खुद प्रतियोगिता का आयोजन किया गया. आवास एवं पर्यावरण विभाग के अन्तर्गत संरक्षण प्राधिकरण एवं विनराक इन्टर नेशनल दिल्ली के संयुक्त तत्वावधान में आयोजित इ प्रतियोगिता में के 50 विद्यालय छात्र-छात्राओं लिया. प्रतिय विशेष आक निकेतन के 25 बच्चों की भागीदारी का रहा. प्रतियोगिताओं ने में तालाबों की सुंदरता इनमें जीव जंतु एवं वनस्पति व मछलियों की रंगीन दुनिया को आ प्रदर्शित किया. जूनियर गुप की प्रतियोगि म, बोरबन स्कूल स्कूल द्वितीय एवं सुरभि जैन रुरस्कार दिया गया. प्रतिभागी का सर्वश्रेष्ठ 29 अगस्त 2005

**नव भारत**  
30.08.05

**तालाब और पर्यावरण से जुड़े विषयों पर चित्र उकेरे स्कूली छात्रों ने**

भोपाल, 28 अगस्त. नवभारत ट्रील प्रिटेन्शन सेन्टर में टीवीकार को काली 600 अक्षरी छात्रों ने ट्रील को प्रदूषण से बचाने की अवधि बसा। खूबसूरती बनी रहे... दैनिक भास्कर 29.08.05

भोपाल, 28 अगस्त. नवभारत ट्रील प्रिटेन्शन सेन्टर में टीवीकार को काली 600 अक्षरी छात्रों ने ट्रील को प्रदूषण से बचाने की अवधि बसा। खूबसूरती बनी रहे... दैनिक भास्कर 29.08.05

**नव भारत**  
29 अगस्त, 2005

**तालाबों के संरक्षण हेतु चित्र बने माध्यम**

भोपाल, 28 अगस्त. नवभारत ट्रील प्रिटेन्शन सेन्टर में टीवीकार को काली 600 अक्षरी छात्रों ने ट्रील को प्रदूषण से बचाने की अवधि बसा। खूबसूरती बनी रहे... दैनिक भास्कर 29.08.05

**दैनिक जागरण**  
29 अगस्त, 2005

**सेव भोपाल लेकर बच्चों ने प्रदूषण और उसे रोकने के उपायों को केनवास पर उकेरा**

भोपाल, 29 अगस्त. भोपाल के बड़े तालाब ए संरक्षण विषय पर बोट क्लब स्थित जल प्रिटेन्शन सेन्टर में अन्तर विद्यालयीन एवं खुद प्रतियोगिता का आयोजन किया गया. आवास एवं पर्यावरण विभाग के अन्तर्गत संरक्षण प्राधिकरण एवं विनराक इन्टर नेशनल दिल्ली के संयुक्त तत्वावधान में आयोजित इ प्रतियोगिता में के 50 विद्यालय छात्र-छात्राओं लिया. प्रतिय विशेष आक निकेतन के 25 बच्चों की भागीदारी का रहा. प्रतियोगिताओं ने में तालाबों की सुंदरता इनमें जीव जंतु एवं वनस्पति व मछलियों की रंगीन दुनिया को आ प्रदर्शित किया. जूनियर गुप की प्रतियोगि म, बोरबन स्कूल स्कूल द्वितीय एवं सुरभि जैन रुरस्कार दिया गया. प्रतिभागी का सर्वश्रेष्ठ 29 अगस्त 2005

**दैनिक जागरण**  
29 अगस्त, 2005

**नीर और नारी दोनों सृष्टि पर भारी**

भोपाल, 29 अगस्त. भोपाल के बड़े तालाब ए संरक्षण विषय पर बोट क्लब स्थित जल प्रिटेन्शन सेन्टर में अन्तर विद्यालयीन एवं खुद प्रतियोगिता का आयोजन किया गया. आवास एवं पर्यावरण विभाग के अन्तर्गत संरक्षण प्राधिकरण एवं विनराक इन्टर नेशनल दिल्ली के संयुक्त तत्वावधान में आयोजित इ प्रतियोगिता में के 50 विद्यालय छात्र-छात्राओं लिया. प्रतिय विशेष आक निकेतन के 25 बच्चों की भागीदारी का रहा. प्रतियोगिताओं ने में तालाबों की सुंदरता इनमें जीव जंतु एवं वनस्पति व मछलियों की रंगीन दुनिया को आ प्रदर्शित किया. जूनियर गुप की प्रतियोगि म, बोरबन स्कूल स्कूल द्वितीय एवं सुरभि जैन रुरस्कार दिया गया. प्रतिभागी का सर्वश्रेष्ठ 29 अगस्त 2005

**दैनिक जागरण**  
29 अगस्त, 2005

**राज एकस्रेस**

भोपाल, 29 अगस्त. भोपाल के बड़े तालाब ए संरक्षण विषय पर बोट क्लब स्थित जल प्रिटेन्शन सेन्टर में अन्तर विद्यालयीन एवं खुद प्रतियोगिता का आयोजन किया गया. आवास एवं पर्यावरण विभाग के अन्तर्गत संरक्षण प्राधिकरण एवं विनराक इन्टर नेशनल दिल्ली के संयुक्त तत्वावधान में आयोजित इ प्रतियोगिता में के 50 विद्यालय छात्र-छात्राओं लिया. प्रतिय विशेष आक निकेतन के 25 बच्चों की भागीदारी का रहा. प्रतियोगिताओं ने में तालाबों की सुंदरता इनमें जीव जंतु एवं वनस्पति व मछलियों की रंगीन दुनिया को आ प्रदर्शित किया. जूनियर गुप की प्रतियोगि म, बोरबन स्कूल स्कूल द्वितीय एवं सुरभि जैन रुरस्कार दिया गया. प्रतिभागी का सर्वश्रेष्ठ 29 अगस्त 2005

**दैनिक जागरण**  
29 अगस्त, 2005

**Painting competition for lake's conservation**

ABOUT 600 students from 50 schools and other enthusiastic persons in the City took part in an inter-school and open painting competition organised jointly by the Madhya Pradesh Lake Conservation Authority and the Winrock International India, New Delhi on Sunday at Jal-tarang Interpretation Centre. The main attraction was the participation of about 25 deaf and dumb children in the competition. Students of various schools like Anand Vihar, Model School, Sagar Public School, Delhi Public School, Maharshi Vidya Mandir, Jawaharal Nehru School, Red Rose School, International Public School, Maulana Anand School, Mount Carmel, Saint Mary Green Valley School, Vikram Army School, Kailash Public School, Shree Aurobindo School, Carmel Convent, Army School and others participated in it. The main objective of the programme was to create awareness about lake conservation among students and common people of the City. Water resources are steadily declining in the country and several water bodies like reservoirs, lakes, ponds, wells and step wells have fallen prey to encroachment. Students painted topics like pollution in lakes, elements hampering their beauty and environment conservation elements. Apart from the first, second and third prizes three consolation prizes each in two categories were given away. The first category was for students from class I to class VII and the other for students of class VIII to class XII. Prizes were also given away in the open category. In junior group students category Nitu Singh was adjudged first, Soumya Shukla came second and Surabhi Jain took the third place. The consolation prizes went to Nida Zaki, Saagarika Nandeshwar and Jyoti Pateria. In the senior group, the top prizes went to Nilesh Kumar Gaur, Anup Kumar Singh and Anchal Ramesh while Amrta Tamharekar, Abhishek Shah and Suchin Kerkatta took the consolation prizes. The paintings made during the competition would be displayed at Jal-tarang Interpretation Centre till August 31. ITC, Bhopal.