



# Annual Report 2024-2025

---



# IMAGIN – Journey, Mission & Vision

Institute of Mass Awareness Generation and Information Network (IMAGIN) was established as a nonprofit organisation in 2013 to serve underprivileged communities in West Bengal. The organisation began with a strong focus on Information, Education, and Communication (IEC) to raise awareness on Water, Sanitation, and Hygiene (WASH), livelihood enhancement, and capacity building. Through community-led campaigns and promotion of best practices, IMAGIN recognised the immense potential of local communities to drive positive change.

Over the years, IMAGIN has grown into a credible development organisation working to empower marginalised communities to take charge of their own progress and well-being.



To foster holistic development among underprivileged communities by promoting improved water, sanitation and hygiene, agriculture, health, education, and livelihood practices; and by leveraging innovative communication tools for grassroots engagement and transformative change through a community-driven, sustainable model.



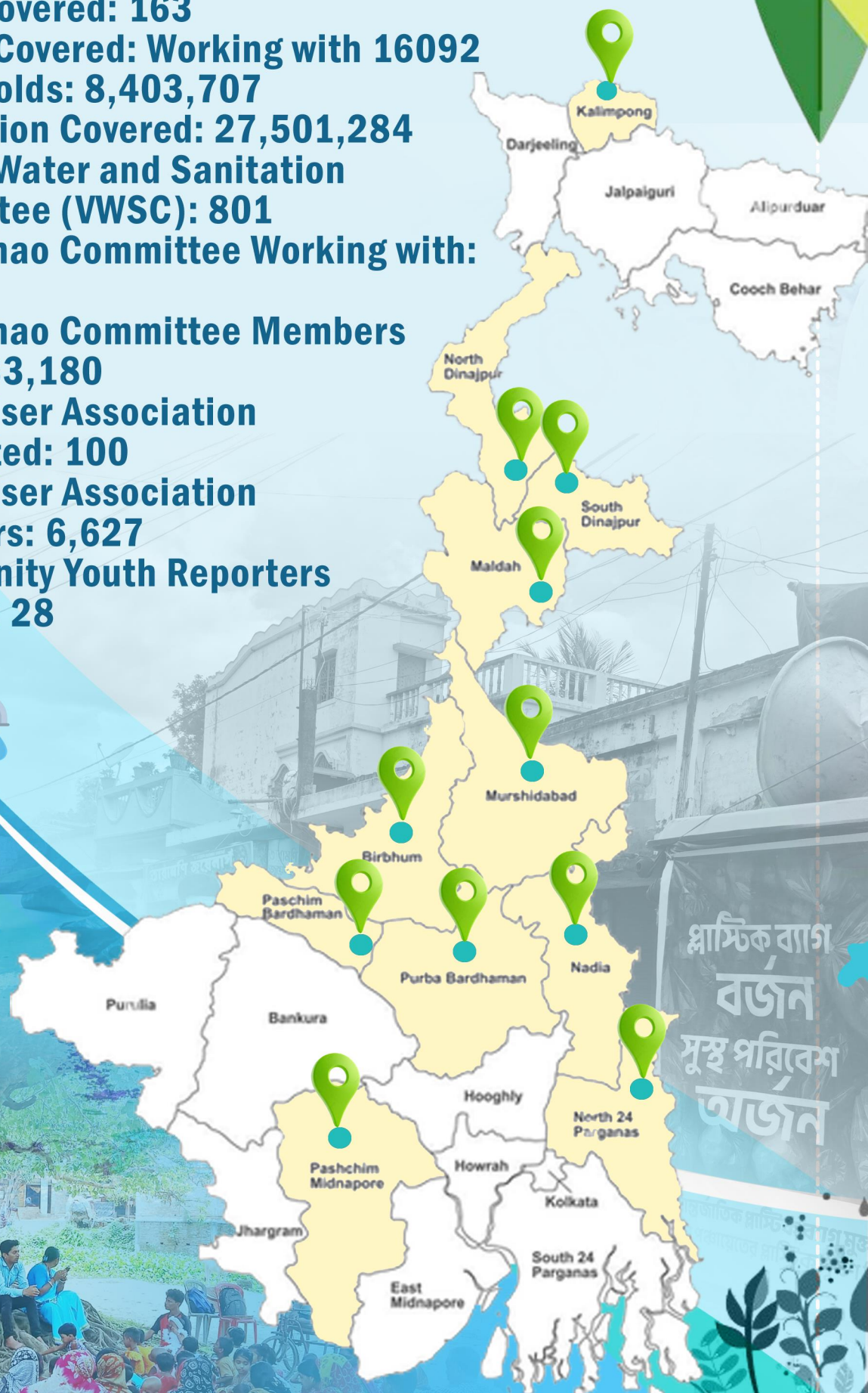
To build an informed, empowered, and poverty-free India where communities thrive sustainably through equitable access to resources, respect for traditional culture and knowledge, and collective resilience-building.





## Project Milestones Achieved

- District Covered: 11
- Block Covered: 163
- Village Covered: Working with 16092
- Households: 8,403,707
- Population Covered: 27,501,284
- Village Water and Sanitation Committee (VWSC): 801
- Jal Bachao Committee Working with: 2212
- Jal Bachao Committee Members (JJM): 33,180
- Water User Association Supported: 100
- Water User Association Members: 6,627
- Community Youth Reporters trained: 28







**Organisation Name: IMAGIN - Institute of Mass Awareness Generation and Information Network**

**Head Office Address: 24/8 S.S Sen Road, Berhampore, District Murshidabad, West Bengal -742101, India**



**Kolkata City Office:**

**Biswarup Niketan 66, Milan Pally, Belgharia, Kolkata 700056, West Bengal**



**Registered Through:**

**Indian Trust Act. 1882**



**Date of Registration:**

**30th May 2013**



**NGO Darpan Registration: WB/2021/0282648**



**80G Registration:**

**AABTI0702NF20221**



**12AA Registration:**

**AABTI0702NE20221**



**PAN Number:**

**AABTI0702N**

**CSR-1 Registration: CSR00075624**



**LinkedIn Page:**

**<https://www.linkedin.com/in/imagin-cta312ab315/>**



**Organisation Website:**

**[imagin.org.in](http://imagin.org.in)**



**Contact Person:**

**Soma Maity Choudhury**



**Designation:**

**Chairperson**

**Contact Number: 7797551096**



**Email ID: [soma.chairperson@imagin.org.in](mailto:soma.chairperson@imagin.org.in), [info@imagin.org.in](mailto:info@imagin.org.in),**





# From Chairperson's Desk

At IMAGIN, 2024–25 has been a year of deepening impact, shared responsibility, and strengthened accountability. Across districts of West Bengal, we witnessed how community leadership especially of women and youth can transform public systems into living, sustainable services. Our work under the Jal Jeevan Mission, West Bengal Accelerated Development of Minor Irrigation Project and allied programmes reaffirmed a simple truth: infrastructure succeeds when communities own it, institutions are empowered, and transparency guides action.



We remain firmly committed to accountable governance grounded in evidence, participatory processes, and continuous learning. Every partnership we build and every resource entrusted to us is treated with integrity and purpose. As we look ahead, we invite our donors and partners to join us in scaling solutions that are inclusive, resilient, and rooted in local leadership so that safe water, livelihood opportunities, dignity, and opportunity reach every household we serve.



**Soma Maity Choudhury**  
Chairperson, IMAGIN





# IMAGIN Strengthening PRI Institutions for Sustainable Water in Nadia

(IMAGIN as Implementation Support Agency (ISA) Supported by the Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Government of India, and the Public Health Engineering Department, Government of West Bengal.)

In Nadia District, IMAGIN focused on strengthening Panchayati Raj Institutions and village-level governance systems to ensure that rural drinking water services are effectively managed, operated, and sustained under the Jal Jeevan Mission.



## Institutional Strengthening and Governance Support

- 185 Gram Panchayats supported
- 185 Village Water & Sanitation Committees (VWSCs) revitalised



### • Capacity-building and handholding on:

- ➔ Institutional roles and responsibilities
- ➔ Mobilisation of community contribution
- ➔ Operation and Maintenance (O&M) planning
- ➔ Gram Sabha facilitation and scheme acceptance
- ➔ Conflict resolution and consensus building
- ➔ Sanitation and grey water management practices

## Community Ownership and Youth Engagement

651 Jal Bachao Committees constituted as Water User Committees

17,466 women members actively engaged in water governance

789 “Sabuj Jal Joddha” School Committees formed

8,000 youth volunteers promoting water conservation and responsible use

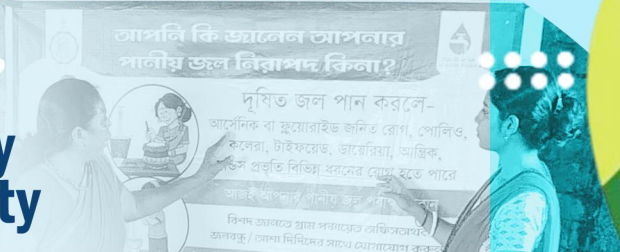
## Household-Level Impact

- 1,061,775 rural households supported in accessing Functional Household Tap Connections (FHTCs)





# IMAGIN as ISA of JJM in North 24 Parganas District: Building Community Ownership and Accountability



(IMAGIN as Implementation Support Agency (ISA) Supported by the Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Government of India, and the Public Health Engineering Department, Government of West Bengal)

In North 24 Parganas District, IMAGIN addressed water quality concerns and sustainability challenges through community-driven approaches, ensuring that Jal Jeevan Mission services are understood, accepted, and sustained at the household level.

## Strengthening Local Institutions

- ▶ 22 Development Blocks
- ▶ 199 Gram Panchayats
- ▶ Village Water & Sanitation Committees (VWSCs) supported in all GPs
- Capacity-building on:
  - ▶ Community mobilisation and ownership development
  - ▶ Safe water practices and responsible usage
  - ▶ Collective action for system sustainability

## Women and Youth as Change Agents

636 women-led Jal Bachao Committees formed

30,847 women members engaged in community vigilance and awareness

886 "Sabuj Jal Joddha" School Committees constituted

13,290 student members promoting conservation and responsible water use

## Village and Household-Level Engagement

1,582 villages reached through continuous engagement

957,503 rural households supported in accessing Functional Household Tap Connections (FHTCs)

Household sensitisation on zero water wastage, safe usage, and positive community solutions





# IMAGIN as ISA of JJM in Birbhum District: Addressing Water Quality Challenges through Community Engagement

IMAGIN as Implementation Support Agency (ISA) Supported by the Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Government of India, and the Public Health Engineering Department, Government of West Bengal Birbhum District faces water quality challenges, including fluoride contamination in select habitations. IMAGIN prioritised water quality assurance and community engagement to ensure that household tap connections deliver safe and reliable drinking water.

## Strengthening Institutions for Water Safety

167 Gram Panchayats covered  
Ensuring Water Quality


Village Water & Sanitation  
Committees (VWSCs)  
revamped and trained  
across GPs

### • Capacity-building focused on :

- Understanding local water quality issues
- Safe water management and usage
- Community responsibility for source protection and system sustainability



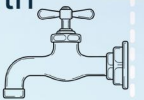




# IMAGIN as ISA of JJM in Murshidabad District: Promoting Community Leadership and Water Stewardship

(IMAGIN as Implementation Support Agency (ISA) Supported by the Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Government of India, and the Public Health Engineering Department, Government of West Bengal)

In Murshidabad District, IMAGIN prioritised community leadership, with women-led institutions playing a central role in vigilance, behaviour change, and local accountability for Jal Jeevan Mission



## Women-Led Community Institutions



1,398 Jal Bachao Committees constituted

17,707 women members leading community vigilance and supporting JJM implementation

Promotion of WASH best practices at household and community levels

4,800 community sessions conducted on water quality awareness and monitoring

## Governance Strengthening and Youth Participation

### Jal Bachao Committees trained on

Water management

Sustainable drinking water usage

Basic water testing

- 250 Village Water & Sanitation Committees (VWSCs) revamped and trained
- Capacity-building on governance roles, community participation, and system sustainability
- 310 “Sabuj Jal Joddha” School Committees formed
- 2,950 student members acting as water ambassadors



## Household-Level Impact

- 726,958 rural households supported in accessing Functional Household Tap Connections (FHTCs)



# IMAGIN as Implementation Support Agency under Jal Jeevan Mission: Learnings from District-Level Implementation

(Supported by the Department of Drinking Water & Sanitation, Ministry of Jal Shakti, Government of India, and the Public Health Engineering Department, Government of West Bengal)



Across Nadia, Murshidabad, Birbhum, and North 24 Parganas, IMAGIN worked as the Implementation Support Agency (ISA) under the Jal Jeevan Mission, adapting a common system-strengthening approach to varied district realities.

While each district presented distinct challenges—institutional capacity gaps, community leadership needs, water quality risks, and behaviour change priorities—the core strategy remained consistent: strong local institutions, informed communities, and shared ownership.



## What Worked: Key Learnings from the Field

### 1. Institutions Drive Sustainability

Strengthening Village Water & Sanitation Committees (VWSCs) and Gram Panchayat-level systems proved critical for translating infrastructure into functional services.

801 Gram Panchayats supported  
801 VWSCs revitalised and trained



### 2. Women's Leadership Strengthens Vigilance

Women-led platforms emerged as effective mechanisms for community vigilance, behaviour change, and accountability.

3,076 Jal Bachao Committees formed  
1.01 lakh+ women members engaged in water governance



### 3. Youth as Behaviour Change Catalysts

School-based engagement created long-term stewardship for water conservation and responsible usage.

- 2,285 “Sabuj Jal Joddha” School Committees
- 27,000+ student volunteers mobilised





## 4. Water Quality Requires Community Ownership

In districts with water quality challenges, awareness, testing, and transparent reporting at GP level significantly improved public confidence and safe water practices.

### Tools and Approaches Used by IMAGIN:

- ▶ Participatory Rural Appraisal (PRA) and community mapping
- ▶ Behaviour Change Communication (BCC) and Interpersonal Communication (IPC)
- ▶ Gram Sabha facilitation and village consultations
- ▶ Cultural and folk media, Street plays and games
- ▶ School-based Activities and Youth engagement
- ▶ Women-led group mobilisation
- ▶ VWSC capacity building and water quality awareness
- ▶ Continuous community feedback and learning mechanisms

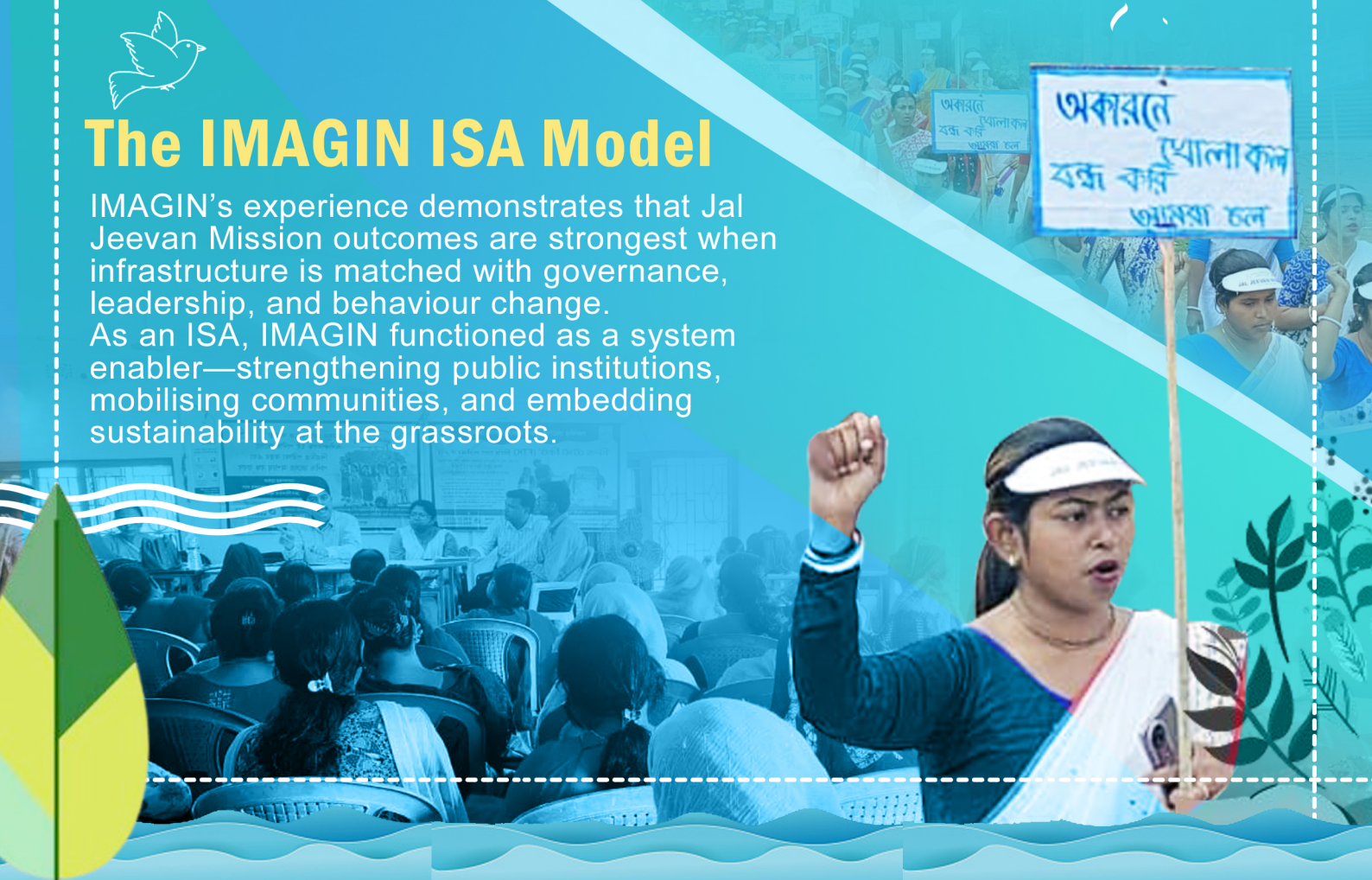
### Collective Impact Across Four Districts

- ▶ 4 Districts | 22+ Development Blocks
- ▶ 1,582+ villages actively engaged
- ▶ 3.1 million+ rural households supported in accessing Functional Household Tap Connections (FHTCs)
- ▶ Thousands of community sessions on water quality, O&M, WASH, and sustainable water use

### The IMAGIN ISA Model

IMAGIN's experience demonstrates that Jal Jeevan Mission outcomes are strongest when infrastructure is matched with governance, leadership, and behaviour change.

As an ISA, IMAGIN functioned as a system enabler—strengthening public institutions, mobilising communities, and embedding sustainability at the grassroots.





# West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP) – Nadia District: IMAGIN as Support Organization (SO)



Supported by the West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP), funded by the World Bank, and the Department of Water Resources Investigation & Development, Government of West Bengal

During 2024-25, IMAGIN served as Support Organization under WBADMIP in Murshidabad District, empowering farming communities in groundwater-stressed regions through participatory irrigation management.

**Strengthening Water User Associations (WUAs):** IMAGIN supported the institutional development and functioning of Water User Associations to ensure participatory governance and long-term sustainability of irrigation schemes.

73 irrigation schemes supported	50 Water User Associations (WUAs) Activated	50 WUAs with operational bank accounts	35 WUAs graded 'A+' & "A"	3, 137total WUA members trained	Regular WUA meetings were facilitated, alongside awareness programmes on scheme operation and maintenance
					
Institution Building Trainings on		Record Keeping	Democratic environment	Democratic environment	Financial Trainings
					

**Capacity Building and Livelihood Support:** To enhance farm-level outcomes, IMAGIN delivered targeted trainings linked to water-efficient agriculture and allied livelihoods.

**Agriculture Training (200 Sessions )**  
 Agriculture Training Programme (200 Sessions) on: Climate-resilient crop planning and diversification, Water-efficient irrigation techniques, Sustainable soil health management , Seasonal crop optimization, Productivity enhancement strategies

**Horticulture Training (182 Sessions)**  
 Promoting sustainable income diversification through: vegetable cultivation, High-value crop production techniques, Post-harvest handling and value addition, Market linkages for enhanced income generation, Building climate-resilient livelihoods through nutrition-rich horticulture practices.

IMAGIN facilitated strategic partnerships with government line departments, ensuring WUA members accessed schemes, technical support, and resources for enhanced livelihood outcomes and sustainable irrigation management.

## Key Outcomes:

- Enhanced institutional capacity and democratic functioning of WUAs
- Increased farmer participation in community-led irrigation governance
- Strengthened inter-departmental convergence for holistic support
- Improved awareness on sustainable water resource management and scheme







# West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP) – Murshidabad District: IMAGIN as Support Organization (SO)

Supported by the West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP), funded by the World Bank, and the Department of Water Resources Investigation & Development, Government of West Bengal

During 2024–25, IMAGIN commenced its role as Support Organization (SO) under WBADMIP in Murshidabad District, focusing on strengthening community-led minor irrigation systems in groundwater-stressed areas. The intervention aligned with WBADMIP's objective of improving agricultural productivity, livelihood resilience, and sustainable water resource management for small and marginal farmers.

**Strengthening Water User Associations (WUAs): IMAGIN supported the institutional development and functioning of Water User Associations to ensure participatory governance and long-term sustainability of irrigation schemes.**

47 irrigation schemes supported	49 Water User Associations (WUAs) Activated	48 WUAs with operational bank accounts	35 WUAs graded 'A'	3,490 total WUA members trained	Regular WUA meetings were facilitated, alongside awareness programmes on scheme operation and maintenance
Institution Building Trainings on		Record Keeping	Democratic environment	Financial Trainings	WUA Management

**Capacity Building and Livelihood Support: To enhance farm-level outcomes, IMAGIN delivered targeted trainings linked to water-efficient agriculture and allied livelihoods.**

## Agriculture Training (200 Sessions)

Improved crop planning and diversification, Seasonal crop selection, Efficient water use and irrigation practices, Soil health and input management, Productivity enhancement techniques



## Fisheries Training (210 Sessions)

Scientific fish farming in irrigation water bodies. Pond management and species selection, Stocking density and feeding practice, Income generation through sustainable fisheries




**Convergence and Departmental Coordination**  
IMAGIN strengthened convergence with line departments to maximise benefits for WUA members.

**Key Outcomes:** Improved functionality and coordination of active WUAs, Increased participation of farmers in irrigation management, Strengthened convergence with government departments, Enhanced awareness on scheme sustainability and resource management






# IMAGIN's Learnings as Support Organization under WBADMIP



During 2024–25, IMAGIN's experience as Support Organization (SO) under the West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP) in Murshidabad and Nadia highlighted how institutional strength, capacity building, and convergence together ensure sustainable irrigation outcomes.

A key learning was that strong Water User Associations (WUAs) are central to scheme sustainability. Continuous handholding, democratic functioning, financial discipline, and regular meetings strengthened ownership and accountability among farmers.



Linking irrigation management with livelihood-focused capacity building—including water-efficient agriculture, crop planning, soil health, fisheries, and horticulture—significantly enhanced farm productivity and income resilience in groundwater-stressed areas.



IMAGIN's application of participatory tools such as Participatory Rural Appraisal (PRA), group discussions, field demonstrations, and peer learning proved effective in promoting behavioural change and collective responsibility.

Equally important was convergence with line departments, enabling farmers to access technical support, government schemes, and market-linked opportunities. IMAGIN's WBADMIP experience reinforces that community-led irrigation systems succeed when governance, livelihoods, and convergence are addressed together, extending impact beyond infrastructure investments.





# Community Youth Reporters Programme: Amplifying Youth Voices for Social Change

Supported by :



Press Club, Kolkata

unicef



UNICEF – West Bengal



In Murshidabad, young voices are emerging as powerful narrators of community realities through the Community Youth Reporters Programme. Designed by UNICEF in partnership with IMAGIN and the Press Club, Kolkata, the initiative empowers adolescents and youth to document, analyse, and report on issues that shape everyday life in their communities.

## • Building Young Community Journalists

The programme nurtures youth as community reporters, enabling them to observe, question, and tell stories rooted in lived experience.

- Structured training on storytelling, ethics, and reporting skills
- Continuous mentoring by IMAGIN coordinators and media professionals
- Field-based learning and peer-to-peer engagement
- Editorial guidance to strengthen clarity, confidence, and social perspective



Youth reporters act as the eyes and ears of their communities, highlighting both challenges and local strengths

## • Community Impact

The initiative has strengthened youth advocacy and community journalism, particularly in Murshidabad, positioning young people as visible stakeholders in local development processes.

- 28 students trained as Community Youth Reporters
- 50 youth-led stories developed (water, health, education, social inclusion)
- 4,500+ students reached through peer-led storytelling
- 5 schools engaged through outreach and sharing platforms

The programme fosters confidence, civic awareness, and responsible citizenship, ensuring that community voices—especially youth voices—are heard, valued, and acted upon.





# Advancing Gender Leadership in Community WASH

During 2024–25, IMAGIN advanced gender-inclusive development by positioning women as leaders in community-led WASH initiatives. A key milestone was the International Women's Day programme, organised with students of Dhubulia Girls Change High School, Nadia, and hosted at the Dhubulia BDO Office, where women, students, and community representatives engaged in dialogue on water, hygiene, public health, and equitable access, reinforcing women's roles as active decision-makers in local water governance.

## Focus Areas

- Girl Students
- Women's leadership under WASH and Jal Jeevan Mission
- Collective action on water conservation and household hygiene
- Recognition of women as agents of community change

## Engagement & Impact

- 850 women mobilised through community platforms
- Participation from SHGs, VWSCs, ASHA workers, youth and schools
- 14 girl leaders recognised for contributions to JJM and WASH
- Dialogue on women empowerment and local water issues at BDO level





# Empowering Women Through Community Mobilisation

During 2024–25, IMAGIN strengthened women's leadership at the grassroots by placing gender empowerment at the centre of its WASH and Jal Jeevan Mission interventions. Through sustained engagement with women's collectives, frontline workers, and local institutions, IMAGIN promoted women as active leaders and influencers in water governance and community well-being. A key milestone in this ongoing effort was a community rally organised on International Water Day at Barasat-I Gram Panchayat, Nadia. The event brought together women from diverse platforms to collectively raise voices on safe drinking water, household hygiene, equitable access to services, and responsible water use.

## Programme Focus

- Strengthening women's leadership in WASH and Jal Jeevan Mission
- Promoting collective action on water conservation and hygiene
- Creating platforms for women's voices and visibility

## Programme Focus

- 1500 women mobilised through community platforms
- Representation from SHGs, VWSCs, ASHA workers, schools, and youth groups
- Active participation through slogans, banners, and group messaging
- 15 women leaders recognised for contributions to community water initiatives
- Increased visibility of women in local water governance
- Stronger collective ownership of water and hygiene practices



By enabling women to participate, lead, and inspire, IMAGIN continues to foster inclusive, resilient, and water-secure communities across Nadia and beyond.





# Water Clubs: Building a New Generation of Water Leaders



IMAGIN strengthened youth-led water stewardship by establishing Water Clubs in schools across Nadia and Murshidabad. These student platforms nurture awareness, leadership, and practical skills around safe drinking water, conservation, and responsible water use.

## • What Water Clubs Do:

### • Build Awareness & Leadership

- Understanding water conservation and sustainability
- Promoting safe household water practices
- Encouraging student leadership and peer learning

### • Develop Practical Skills

- Hands-on water quality testing
- Basic water treatment awareness
- School-level water conservation actions



Through structured sessions, demonstrations, and group activities, Water Club members act as peer educators, extending learning beyond classrooms into families and neighbourhoods. Water Clubs have contributed to:

- Improved water practices within schools
- Increased awareness at household and community levels
- Youth emerging as local water champions

By placing responsibility and knowledge in young hands, IMAGIN is shaping a generation that understands water not just as a resource, but as a shared responsibility



52 Water Clubs formed	Nadia: 28	Murshidabad: 24
936 students engaged as Water Club leaders	200+ awareness activities conducted	

4,500+ community members reached







# Empowering Young Voices for a Water-Secure Future



During 2024–25, IMAGIN strengthened sustained youth engagement to build leadership and awareness on water security, climate change, and environmental sustainability. A key milestone in this ongoing effort was the Youth Voices initiative, organised on World Water Day 2025 at Holy Family School, Farakka, Murshidabad. Students living along the Ganges shared insights on glacier melt, river flow changes, and future water risks through creative and analytical expressions.

## Programme Focus

- Linking water security with climate change
- Encouraging youth-led dialogue and expression
- Promoting environmental responsibility at school level



## Engagement & Impact

- 28 students from 4 schools participated
- Sit-and-draw and Presentation activities on glacier preservation
- Empowered school students

By institutionalising youth platforms, IMAGIN is nurturing informed, confident advocates for a resilient and water-secure future.







# Functional Assessment of Functional Household Tap Connections (FHTCs)

## Jal Jeevan Mission – West Bengal



Supported by the Public Health Engineering Department, Government of West Bengal

IMAGIN successfully completed a large-scale Functional Assessment of Functional Household Tap Connections (FHTCs) under the Jal Jeevan Mission across Nadia, Birbhum, Murshidabad, and North 24 Parganas districts. The assessment played a critical role in strengthening last-mile service delivery and supporting evidence-based decision-making.

The process adopted Participatory Rural Appraisal (PRA) and Interpersonal Communication (IPC) tools, combining community meetings, village-level consultations, and door-to-door household visits. This community-centric approach ensured that ground realities were captured beyond routine infrastructure reporting.



During the reporting period, IMAGIN's field teams visited and consulted approximately 26.5 lakh households, assessing key parameters such as availability, water quality, pressure, and regularity of supply. The data collected was systematically digitised and uploaded, creating a robust evidence base for programme review.

The assessment enabled identification of specific gaps in rural piped water supply schemes, including operational, infrastructure, and usage-related issues. These findings were formally communicated to the Public Health Engineering Department, contributing to targeted corrective actions and service improvements. This assignment significantly strengthened community voice in monitoring processes and supported Jal Jeevan Mission's goal of sustainable, functional household-level water security.





# IMAGIN Jal Didis: Strengthening Women Leaders in Rural Water Management



IMAGIN's Jal Didis initiative trained 50 women leaders in Nadia and North 24 Parganas to manage, monitor, and mobilise communities for safe water. Jal Didis play active roles in water quality sessions, awareness campaigns, and village-level planning, ensuring women's perspectives inform household practices and Gram Panchayat decisions. By combining technical capacity building, leadership development, and community engagement, IMAGIN is strengthening resilient, inclusive, and sustainable rural water governance.

## Programme Focus

- Building women's leadership in rural water governance
- Strengthening community-owned and sustainable water systems

## Who Are Jal Didis

- Community water volunteers
- VWSC members and WASH champions
- Women valve operators and pump operators

## Tools & Capacity Building

Training on safe water management

Contamination reporting and response

Community mobilisation techniques

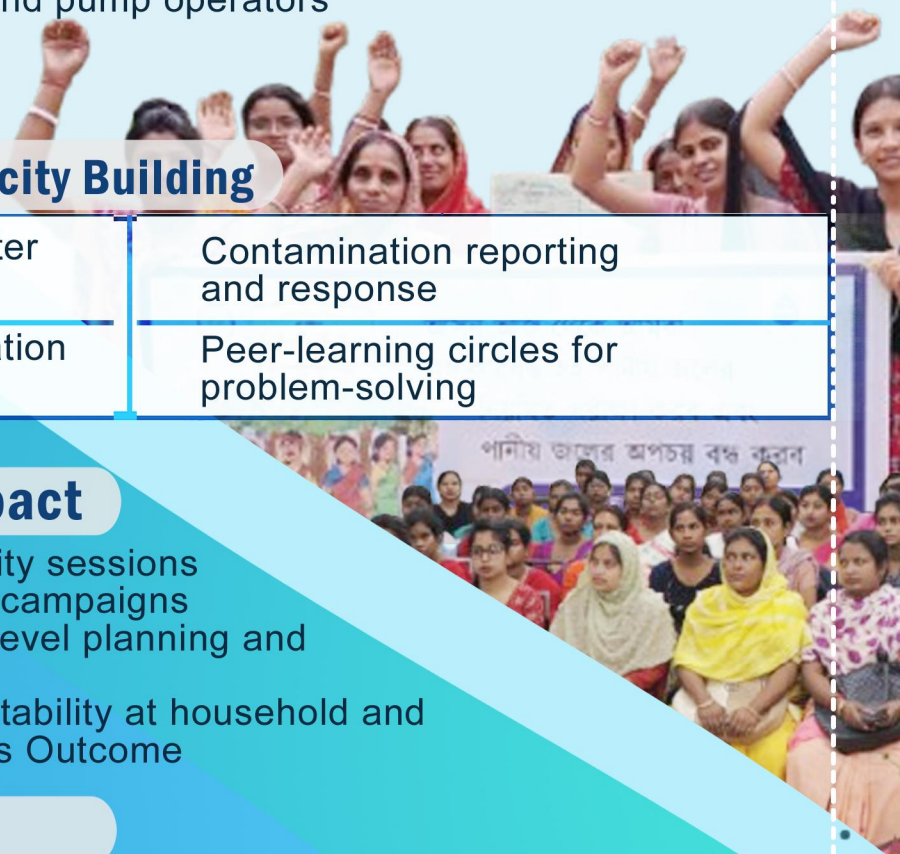
Peer-learning circles for problem-solving

## Roles & Impact

- Lead water quality sessions and awareness campaigns
- Support village-level planning and GP processes
- Promote accountability at household and community levels Outcome

## Outcome

- Stronger women-led water governance
- Improved system resilience and sustainability





# Impact



## Women on Vigil: Jal Bachao Committee in Action

In Purandar Pur Village, a vulnerable habitation of Murshidabad district, a women-led Jal Bachao Committee emerged as a frontline institution for community vigilance. Supported by IMAGIN, the committee brought together women—many SHG members—who directly experienced irregular supply, leakages, and unsafe water handling.

Capacity-building sessions enabled members to identify system gaps, promote safe water practices, and communicate effectively with VWSCs and Gram Panchayat representatives. The women began monitoring household connections, reporting leakages, discouraging wastage, and spreading awareness on hygienic storage.

Beyond technical vigilance, the committee became a platform for women's leadership, confidence, and collective voice—earning recognition as a trusted local institution.



**“Earlier we complained individually. Now, as a committee, our voices are heard. We protect water because it protects our families.”**

Salma Khatun, Jal Bachao Committee Member





# Impact



## Adibasi Women Led Water User Association Driving Agricultural Resilience

Under the West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP), IMAGIN supported a Water User Association managing a community irrigation scheme in groundwater-stressed Nabagram area of Murshidabad. Initially, participation was low, records were weak, and responsibilities were poorly understood.

IMAGIN focused on institutional strengthening—regular meetings, democratic decision-making, transparent financial management, and training on operation and maintenance. Farmers also received agriculture and water-efficiency trainings aligned with irrigation planning.

Gradually, coordination improved, participation increased, and farmers began collectively planning water use and crops. The WUA now functions as a confident, self-managed institution supporting agricultural livelihoods.



“Now we manage our irrigation system together. We know our duties, our accounts, and our crops depend on how responsibly we use water.”

**Archana Mardi**

Secretary, Etoke Adibashi Naribahini Water User Association



# Impact

From Dormant Committee  
to Functional Water  
Governance



## Dkheka Gram Panchayat, Birbhum District

IMAGIN strengthened youth-led water stewardship by establishing Water Clubs in schools across Nadia and Murshidabad. These student platforms nurture awareness, leadership, and practical skills around safe drinking water, conservation, and responsible water use.

When IMAGIN began its intervention in DkhekaGram Panchayat, the Village Water & Sanitation Committee (VWSC) existed largely on paper. Roles were unclear, meetings were irregular, and community trust in the piped water system remained weak despite infrastructure investments under the Jal Jeevan Mission.

Through structured handholding, IMAGIN supported reconstitution of the VWSC, clarified institutional responsibilities, and facilitated regular meetings integrated with Gram Sabha processes. Members received training on operation and maintenance planning, grievance redressal, and community contribution mechanisms. Women's participation was actively encouraged, strengthening transparency and accountability at the ground level.

Within months, the VWSC transitioned into a functional local institution—maintaining records, resolving service disruptions, and proactively engaging households. The Gram Panchayat began working actively at the field level, strengthening community confidence in the drinking water system. Water-related discussions became a regular agenda within Gram Panchayat meetings and local decision-making.



“Earlier, water supply was seen only as a departmental responsibility. Today, our VWSC understands that sustainability starts with us. IMAGIN helped us turn responsibility into collective action.”



## ★ IMPACT

“Becoming a Community Youth Reporter gave me the courage to speak up for my community. Through field visits and conversations with people, I began to understand how issues like safe water, health, education, and inclusion affect everyday life. With guidance from my mentors, I learned to turn local experiences into stories that matter. This journey helped me build confidence, ask better questions, and see myself as a responsible voice for change.”



★ **S**oumiki Chakrabarty  
Community Youth Reporter







Institute of Mass Awareness Generation and Information Network