

# IMAGIN ANNUAL REPORT 2022-2023



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

# Organisation Credentials

Organisation Name	<b>IMAGIN</b> - 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	23rd May 2013
NGO Darpan Registration	WB/2021/0282648
80G Registration	AABTI0702NF20221
12AA Registration	AABTI0702NE20221
PAN Number	AABTI0702N
CSR-1 Registration	CSR00075624
LinkedIn Page	<a href="https://www.linkedin.com/in/imagin-ct-a312ab315/">https://www.linkedin.com/in/imagin-ct-a312ab315/</a>
Organisation Website	<a href="https://imagin.org.in">https://imagin.org.in</a>
Contact Person	Ms. Soma Maity
Designation	Chairperson
Contact Number	+91 - 7797551096
Email ID	imagin2425@gmail.com



# The Organisation

**Institute of Mass Awareness Generation and Information Network (IMAGIN) was established as a nonprofit organization during 2013 to cater to the underprivileged populations of West Bengal. The organization initially focused on Information, Education, and Communication (IEC) initiatives aimed at raising awareness about Water, Sanitation, and Hygiene (WASH), Livelihood enhancement, and Capacity Building through community-driven campaigns promoting best practices, we discovered the immense potential of local communities to drive positive change. Over the years, IMAGIN has evolved as a credible development organization to work towards empowering some of the most marginalized communities to take charge of their own progress and well-being.**

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

**Vision:** Our vision is to build an informed, empowered, and poverty-free India, where communities thrive sustainably through equitable access to resources, traditional culture, knowledge, and collective resilience building.

# Project Milestone achieved by the Organisation

■ District Covered	10
■ Block Covered	142
■ GP Covered	982
■ Village Covered Working with	13052
■ households	22602856
■ Village Water and sanitation Committee	720
■ Jal Bachao Committee	1850
■ Working With Jal Bachao Committee Members	28258



# From Chairperson's Desk

“The 2022-2023 financial year has been a landmark period for IMAGIN, marked by impactful initiatives under the Jal Jeevan Mission (IJM). Our role as an Implementation Support Agency (ISA) across several districts of West Bengal has not only deepened our expertise but also provided invaluable exposure to community-driven water management practices.

A key achievement has been the preparation of Village Action Plans (VAPs) for districts such as Uttar Dinajpur, Murshidabad, Kalimpong, and Birbhum. These plans, developed through extensive community engagement and participatory planning, address unique local challenges while emphasizing sustainability. The successful project exemplifies IMAGIN’s commitment to meticulous execution and adherence to mission guidelines.

Our work highlighted the significance of fostering collaboration with Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), and grassroots stakeholders. From conducting water quality testing to building capacity through training programs and awareness campaigns, our initiatives have created pathways for resilient, community-led water governance.

The experience of working across diverse geographies—ranging from fluoride-affected Birbhum to arsenic-challenged Murshidabad—has reinforced our belief in localized, need-based solutions. IMAGIN’s participatory approach not only ensured technical precision but also built trust and ownership among communities.

As we look ahead, the experience will serve as a guiding light for future projects. IMAGIN remains steadfast in its mission to empower communities and create sustainable water management systems, ensuring a better tomorrow for all”.

**Soma Maity, Chairperson, IMAGIN**



# OUR FOOTPRINTS



# Working as ISA of JJM in Murshidabad District

In 2022-2023, IMAGIN took on the role of Implementation Support Agency (ISA) under the Jal Jeevan Mission (JJM) in Murshidabad district, a region rich in historical significance and agricultural vibrancy. Characterized by its alluvial soil, abundant water bodies, and high population density, Murshidabad faces challenges like arsenic contamination in groundwater and uneven access to safe drinking water. IMAGIN's efforts in the district centered on addressing these critical issues through grassroots engagement and capacity building. Extensive awareness programs educated communities about water safety and hygiene. Training sessions empowered Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), and youth leaders to drive sustainable water practices. School Water Clubs were introduced to instill water conservation habits among students. The district's socio-economic diversity and complex water challenges demanded a customized approach. IMAGIN leveraged its expertise in community mobilization to build trust and ensure active participation. Key learnings included the value of inclusive strategies, the need for localized solutions to arsenic contamination, and the importance of continuous monitoring and feedback. IMAGIN's work in Murshidabad not only enhanced water accessibility but also strengthened community resilience, paving the way for long-term sustainability under the Jal Jeevan Mission.



# Working as ISA of JJM in Birbhum District

In 2022-2023, IMAGIN began its role as an Implementation Support Agency (ISA) under the Jal Jeevan Mission (JJM) in Birbhum district, West Bengal. Known for its red soil, rocky terrain, and vibrant cultural heritage, Birbhum presented unique challenges such as water scarcity, fluoride contamination, and marginalized communities requiring focused intervention. IMAGIN adopted a community-driven approach to address these issues. Key initiatives included organizing awareness sessions, training Panchayati Raj Institutions (PRIs) and Self-Help Groups (SHGs), and introducing school Water Clubs to promote sustainable water practices. Water testing camps were conducted to address quality concerns, particularly in fluoride-affected areas. Challenges such as the district's topographical constraints, limited infrastructure, and resistance to behavioral change required innovative solutions and persistent efforts. The experience underscored the importance of cultural sensitivity, fostering community ownership, and building collaborations with stakeholders for long-term impact. IMAGIN's work in Birbhum laid the foundation for sustainable water access and conservation in a region marked by diverse needs and opportunities. This journey strengthened IMAGIN's commitment to empowering communities and creating resilient water management systems across West Bengal. The lessons from Birbhum will guide future initiatives under the Jal Jeevan Mission and beyond.



# Working as ISA in Nadia District

In the 2022-2023 financial year, IMAGIN demonstrated exceptional capability as an Implementation Support Agency (ISA) for the Jal Jeevan Mission (JJM) in Nadia district. Known for its fertile lands and robust rural communities, Nadia also faces water challenges, including arsenic contamination and uneven water distribution. Addressing these complexities required proactive and inclusive strategies. IMAGIN's hallmark achievement in Nadia was engaging communities from the very inception of the project. By building trust with local stakeholders—Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), and marginalized communities—IMAGIN ensured that water management initiatives resonated deeply with the district's unique socio-economic fabric. The organization prioritized capacity-building workshops, door-to-door awareness campaigns, and village-level consultations to foster a sense of ownership among residents. Youth-led Water Clubs in schools and active participation from women's groups amplified the grassroots impact.

Key learnings from Nadia underscored the importance of early community involvement in achieving sustainable outcomes. IMAGIN's participatory approach not only enhanced the effectiveness of water supply schemes but also empowered communities to take leadership roles in managing water resources.

Nadia's success story under JJM reflects IMAGIN's dedication to creating sustainable, community-driven solutions for water challenges.



# Working as ISA of JJM in North 24 Parganas

In 2022-2023, IMAGIN served as an Implementation Support Agency (ISA) for the Jal Jeevan Mission (JJM) in North 24 Parganas, a district marked by diverse geographic challenges. From its vast stretches of mangroves in the Sundarbans to densely populated urban settlements, the district presents a unique mix of obstacles, including saline intrusion in coastal areas, arsenic contamination, and logistical hurdles in remote regions. IMAGIN's approach focused on navigating these geographic barriers through innovative community engagement and adaptive planning. Mobilizing local stakeholders, including Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), and grassroots organizations, was central to creating sustainable water management solutions. Community meetings, water quality testing drives, and interactive sessions enabled IMAGIN to address concerns specific to different terrains. Special emphasis was placed on educating vulnerable communities in the Sundarbans about safe drinking water practices and sustainable water usage. A significant learning from North 24 Parganas was the need for localized, terrain-specific solutions. Collaborative efforts to overcome transport and accessibility issues, coupled with a participatory model, strengthened the community's role in water governance. IMAGIN's work in North 24 Parganas highlights its ability to adapt to complex geographic realities while fostering resilient, community-led solutions under JJM.



## IEC Awareness Programme on FHTC under Jal Jeevan Mission and Jal Swapno in Murshidabad

IMAGIN conducted extensive IEC (Information, Education, and Communication) awareness programs in various Gram Panchayats across Murshidabad district under the Jal Jeevan Mission (JJM) and Jal Swapno initiative. These programs aimed to build a foundational understanding among communities about the importance of safe drinking water and its impact on health and well-being. Through a participatory approach, IMAGIN engaged with villagers, emphasizing the significance of Functional Household Tap Connections (FHTCs) and how these contribute to improved quality of life. Sessions included discussions, interactive activities, and the dissemination of user-friendly educational materials tailored to the local context.

The initiative successfully addressed common misconceptions and apprehensions, fostering a sense of collective responsibility. Villagers were encouraged to come together, share their concerns, and actively participate in the process of securing FHTCs. IMAGIN also guided the community in completing necessary documentation and provided confidence in navigating administrative procedures.

By fostering trust and collaboration, these awareness programs laid the groundwork for sustainable community ownership of water resources. IMAGIN's efforts have contributed significantly to empowering communities in Murshidabad, ensuring their active involvement in the success of Jal Jeevan Mission and Jal Swapno.



## Promoting PCPNDT Awareness through FM Radio Broadcasts

In the financial year 2022-2023, IMAGIN undertook a critical initiative to spread awareness about the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act through FM radio broadcasts. This initiative aimed to educate the public on the importance of preventing sex-selective practices and ensuring gender equality. The radio campaign was designed to reach a wide and diverse audience, leveraging the popularity and accessibility of FM radio in rural and urban areas alike. Key messages focused on the legal provisions of the PCPNDT Act, the ethical implications of gender-biased practices, and the need for collective responsibility to uphold the rights of the girl child.

By using FM radio as a medium, IMAGIN successfully delivered impactful messages in an engaging and culturally relevant manner. The initiative not only raised awareness but also encouraged listeners to adopt positive attitudes toward gender equity and to act as advocates within their communities.



# Village Action Plan (VAP) Development in Uttar Dinajpur

In 2022-2023, IMAGIN played a pivotal role in conceptualizing, designing, and preparing village-wise Village Action Plans (VAPs) as per the operational guidelines of the Jal Jeevan Mission (JJM). These plans were meticulously crafted and successfully uploaded to the JJM\_IMIS portal for 1,473 villages across 98 Gram Panchayats, encompassing nine blocks of Uttar Dinajpur district under the Raiganj Division, PHE Directorate, Government of West Bengal. IMAGIN's efforts covered the blocks of Hemtabad, Raiganj, Islampur, Goalpokher-I & II, Chopra, Itahar, Karandighi, and Kaliaganj. Extensive training and orientation programs were conducted for Gram Panchayat-level officials to emphasize the importance of VAPs and familiarize them with the preparation and upload process. These programs fostered community engagement and active participation, ensuring that the plans were both inclusive and need-based. A key highlight of the initiative was the integration of grassroots insights into the planning process, which addressed specific water challenges unique to each village. IMAGIN's community-driven approach not only ensured compliance with JJM guidelines but also empowered local stakeholders to take ownership of sustainable water management. This comprehensive initiative stands as a testament to IMAGIN's commitment to fostering decentralized planning and inclusive development in water resource management.





## ShrestherSomman 2022: Honoring Excellence and Promoting Awareness

On 18th September 2022, IMAGIN organized ShrestherSomman 2022, a celebration dedicated to recognizing remarkable contributions across diverse fields. The event, held in Murshidabad, brought together eminent personalities and community members to honor excellence and promote cultural heritage. The program felicitated eminent educationists, folk artists, mental health practitioners, and specially-abled students, celebrating their achievements and inspiring the community. A key highlight was the promotion of Alkap, a traditional folk art form intrinsic to Murshidabad's cultural identity. Through vibrant performances, IMAGIN showcased the richness of this art and emphasized the importance of preserving regional heritage. In addition, the event supported Mental Health Awareness, encouraging open dialogue and reducing stigma associated with mental health issues. Practitioners shared insights and resources to help the community prioritize mental well-being. ShrestherSomman 2022 was more than a felicitation ceremony—it was a platform for cultural revival, inclusivity, and awareness. The initiative resonated deeply with attendees, fostering a sense of pride and collective responsibility toward societal progress.



# Inauguration of "Green Journalist" Project

On 19th September 2022, IMAGIN launched its innovative "Green Journalist" project aimed at promoting environmental awareness through responsible reporting. The event was inaugurated by Snehasis Sur, a distinguished representative from Kolkata Press Club, marking a significant step in engaging youth in environmental conservation efforts. The project focused on training young students on how to report on environmental issues, weather patterns, and conservation initiatives. During the technical sessions, experts from the field of environmental science guided the participants on journalistic techniques, equipping them with the skills to effectively cover topics related to nature and climate change. Following these sessions, IMAGIN's experts conducted specialized workshops in schools to deepen the understanding of environmental issues among students.

This initiative played a crucial role in creating awareness about pressing issues such as deforestation and the preservation of water bodies. By empowering young reporters to cover these topics, the project contributed to local efforts in saving trees and protecting natural resources. The Green Journalism project has laid the groundwork for a future generation that not only understands the importance of environmental conservation but actively participates in protecting it.



# Water Day Celebration Murshidabad, 22nd March 2023



On 22nd March 2023, IMAGIN celebrated World Water Day in Murshidabad with a special focus on raising awareness about the importance of water conservation. The event brought together students, community members, and local artists, who actively participated in various activities aimed at spreading the message of water sustainability. A key highlight of the celebration was the felicitation of students who have been playing a pivotal role in promoting water conservation in their communities. These students were recognized for their leadership and dedication to raising awareness on water-related issues and their efforts to implement water-saving practices within their schools and neighborhoods. The day also featured an engaging discussion on water conservation, where experts shared insights into sustainable water management, techniques to conserve water, and the vital role of communities in safeguarding this precious resource. Local artists contributed by performing water-themed cultural programs, highlighting the connection between art, culture, and environmental advocacy. This event not only celebrated the value of water but also emphasized the collective responsibility of every individual in preserving it. Through this initiative, IMAGIN inspired the community to continue their efforts toward water conservation and ensure a sustainable future for all.



# Village Action Plan (VAP) Preparation Kalimpong District

In the financial year 2022-2023, IMAGIN successfully undertook the conceptualization, design, and preparation of Village Action Plans (VAP) for the Kalimpong District as per the operational guidance of Jal Jeevan Mission (JJM). The VAPs were designed to provide functional household tap connections (FHTC), treat grey water, and undertake necessary surveillance activities to ensure sustainable water management at the village level.

IMAGIN conducted needs assessments through surveys and consultations, actively engaging Gram Panchayat representatives and community members to ensure a participatory approach. The team also undertook resource mapping and evaluated existing water sources and infrastructure. Based on the gathered data, a strategic plan was prepared, which outlined the necessary water supply schemes, including source development, storage, treatment, and distribution.

The VAPs were successfully uploaded on the JJM IMIS Portal, enabling further monitoring and implementation. Despite challenges posed by terrain and accessibility, the project achieved significant stakeholder engagement and optimized resource use, laying a strong foundation for safe, sustainable water access for rural communities in Kalimpong.





## South Dinajpur District Village Action Plan

In the financial year 2022-2023, IMAGIN successfully prepared the Village Action Plan (VAP) for the South Dinajpur District under the Jal Jeevan Mission. The process was centered around community involvement, with active participation from Gram Panchayats, Paani Samitis, and local stakeholders. IMAGIN conducted comprehensive needs assessments to understand the water requirements and challenges of each village. Community consultations were held to prioritize local needs and ensure that the VAP reflected the aspirations of the villagers. The plan included water supply solutions, greywater management, and household tap connections. By engaging local leaders and citizens, IMAGIN ensured that the VAP was widely accepted and aligned with community needs. This approach not only strengthened community ownership but also facilitated smoother implementation and monitoring under the Jal Jeevan Mission guideline.



## Bardhaman Paschim District - Village Action Plan

During the 2022-2023 financial year, IMAGIN worked in Bardhaman Paschim District to develop the Village Action Plans (VAP) under the Jal Jeevan Mission. The planning process emphasized community involvement, with Gram Panchayats, Paani Samitis, and village residents playing key roles in the needs assessment and resource mapping. IMAGIN conducted extensive community outreach to raise awareness about water conservation and the benefits of functional household tap connections (FHTC). The involvement of local stakeholders in designing the VAP ensured that it was tailored to meet the unique needs of each village, incorporating greywater management and addressing infrastructure challenges. The success of the VAPs can be attributed to the strong community participation, which ensured that the plans were not only feasible but also aligned with local priorities, contributing to the long-term success of the Jal Jeevan Mission in the district.



# Murshidabad District Village Action Plan

IMAGIN's work in Murshidabad District during the 2022-2023 financial year focused on creating inclusive Village Action Plans (VAP) for the Jal Jeevan Mission. The preparation of the VAPs involved extensive community engagement through meetings with Gram Panchayats, water user groups, and local residents. The involvement of community members in every stage, from baseline surveys to resource mapping, ensured that the plans addressed the unique water challenges faced by each village. By fostering a sense of collective responsibility, IMAGIN was able to gain the community's trust in sharing essential information and document submission for the mission. The VAPs, designed with a focus on sustainability and inclusivity, were well-received, making a significant contribution to safe drinking water access and community-driven water management solution





“The Green Journalism project transformed my perspective on environmental issues. It equipped me with skills to report on deforestation and water conservation while inspiring my peers. As a student group leader, I now lead campaigns to protect trees and water bodies, making a real impact in our community.”

Bisakha Pal, Student



**“Thanks to IMAGIN's efforts, I've learned the importance of saving water and protecting it from contamination. Now, I use water wisely and teach others in my village to do the same, ensuring a better future for our community.” –**

Mahua Murmu, Water User,  
Birbhum



