

IMAGIN

ANNUAL REPORT

2021-2022



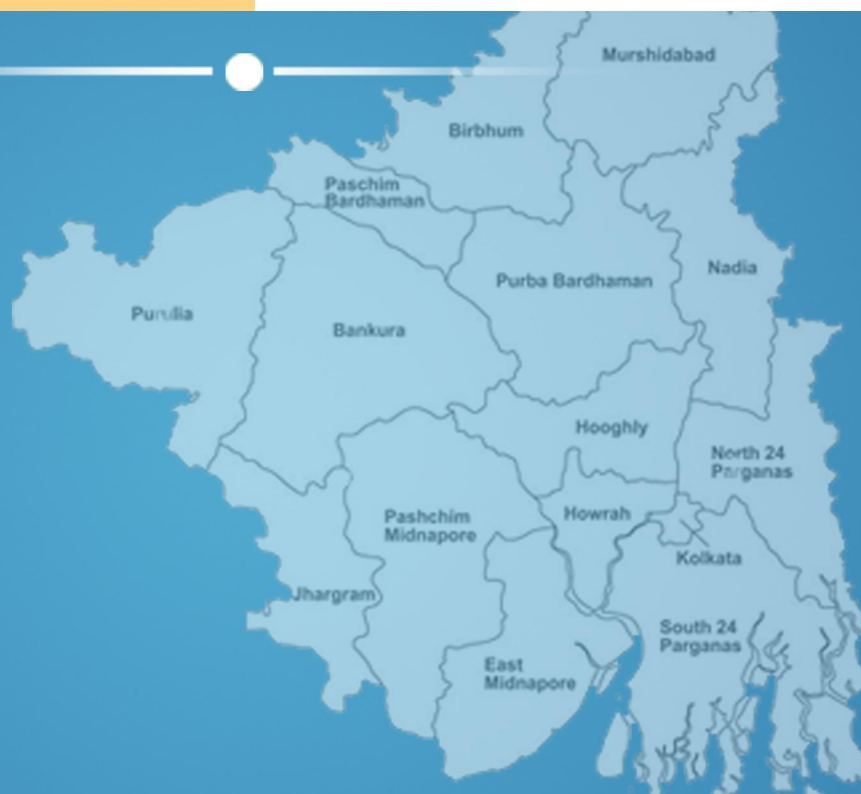
Organisation Credentials

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	23rd 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-ct-a312ab315/
Organisation Website	https://imagin.org.in
Contact Person	Ms. Soma Maity
Designation	Chairperson
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Project Milestone achieved by the Organisation

District Covered:	03
Block Covered:	67
GP Covered:	640
Village Covered: Working with	6500
Households:	35,687,41
Population Covered:	1,54,890,92





OUR
FOOTPRINTS

FROM CHAIRPERSON'S DESK

As we reflect on the year 2021-2022, the ongoing impact of the COVID-19 pandemic reminded us of the importance of resilience and adaptability. Despite the challenges, IMAGIN remained committed to empowering communities and driving positive change, particularly in water, sanitation, and sustainable development.

The pandemic altered our approach, pushing us to embrace digital tools and innovative outreach strategies. We prioritized education on safe drinking water and hygiene through the Jal Jeevan Mission and Jal Swapno Programme, ensuring that rural communities had access to Functional Household Tap Connections (FHTC). The efforts of our Jal Yoddha teams, led by women and girls, played a pivotal role in spreading awareness and fostering community involvement. Our work also extended to promoting rural entrepreneurship through initiatives like the IMAGIN Community Conclave and Khadi Mela 2021, which highlighted the significance of traditional crafts and sustainable livelihoods.

Though the challenges of the post-COVID world persist, we remain steadfast in our mission to build sustainable, self-reliant communities. With the unwavering support of our partners, community leaders, and dedicated team, we look forward to continuing our work and making a lasting impact on the lives of the people we serve.



Soma Maity

Chairperson, IMAGIN

Holding awareness campaigning programmes in connection with functional household tap connection



During the financial year 2021-2022, IMAGIN actively contributed to the Jal Jeevan Mission (JJM) by implementing extensive awareness campaigns on Functional Household Tap Connections (FHTC) across various Gram Panchayats under the Murshidabad Division, PHE Directorate, Government of West Bengal.

These campaigns aimed to enhance community awareness regarding the benefits of safe drinking water, improve understanding of water management, and encourage active participation in securing household tap connections. IMAGIN adopted a multi-faceted approach, incorporating interactive community meetings, door-to-door outreach, and distribution of IEC (Information, Education, and Communication) materials tailored to local socio-cultural contexts. Special focus was placed on addressing misconceptions, promoting behavioral change, and ensuring community involvement in the implementation process.

Through structured engagements with Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), and community influencers, IMAGIN facilitated smooth coordination between stakeholders and the administration. The campaign successfully mobilized rural households, enabling them to avail of FHTCs and fostering long-term ownership of water resources.

IMAGIN's efforts in Murshidabad during 2021-2022 laid a strong foundation for sustainable water accessibility, reinforcing its commitment to community-led water security under the Jal Jeevan Mission.



Formation and functioning of Women and Girls team for Water (Jal Yoddha)



Across the villages of Murshidabad, a silent revolution took shape in 2021-2022 led by women and girls determined to secure their communities' right to clean water. Under the IEC activities for Functional Household Tap Connection (FHTC) work, IMAGIN spearheaded the formation of Jal Yoddha teams—trained women champions who became the voice of water security, hygiene, and sustainable WASH practices.

These women were not just participants but change agents, equipped with the knowledge and leadership skills to drive community awareness. Through interactive workshops, door-to-door campaigns, and local engagements, Jal Yoddhas educated households on water conservation, safe drinking water practices, and the importance of FHTCs. They addressed deep-rooted misconceptions, encouraged behavioral change, and fostered a sense of collective responsibility for water resources.

The impact was profound—villages saw greater adoption of tap water connections, improved hygiene practices, and stronger community ownership over water management. By placing women at the forefront of this initiative, IMAGIN ensured that the message of water security resonated deeply, creating a lasting ripple effect for generations to come.





Preparation of Audio Video documentaries for Awareness of Functional Household Tap Connection (FHTC) under Jal Swapna Programme

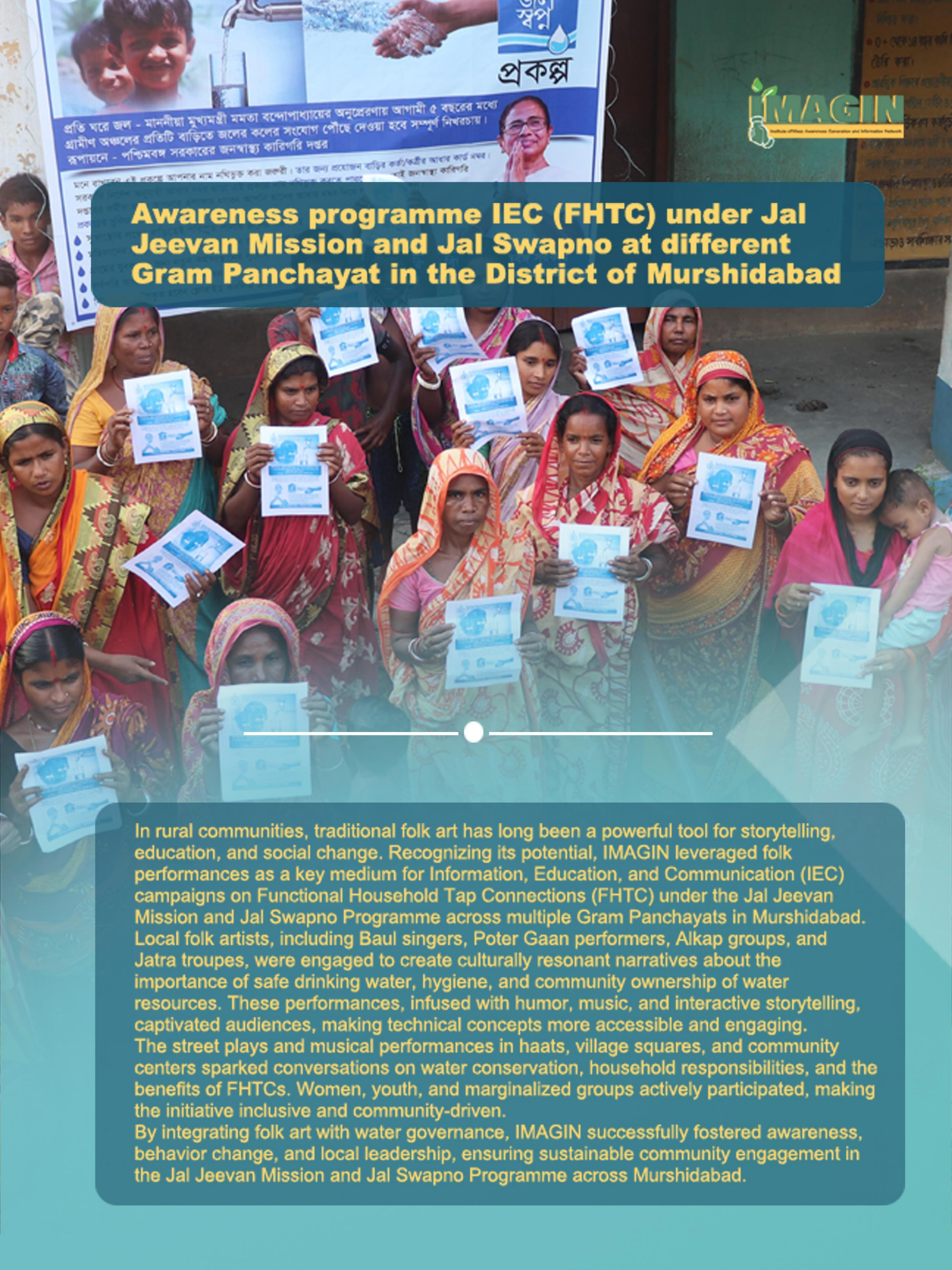
Recognizing the power of audio-visual storytelling in driving behavioral change, IMAGIN undertook the development of informative and engaging documentaries to raise awareness about Functional Household Tap Connections (FHTC) under the Jal Swapna Programme. This initiative covered multiple Gram Panchayats served by various water supply schemes under Berhampore Sub-Division, Murshidabad Division, PHE Dte.

The documentaries was designed as a community-centric tool, featuring real-life testimonials, expert insights, and compelling narratives to highlight the importance of safe drinking water, the role of FHTCs in improving public health, and the responsibilities of beneficiaries in water conservation. By incorporating local dialects, relatable visuals, and culturally sensitive messaging, the film ensured deeper resonance with rural communities.

The screening sessions in villages, Gram Panchayat offices, and public gatherings sparked meaningful discussions, dispelled myths, and encouraged active participation in the Jal Swapna initiative. Additionally, the documentary served as a training and IEC resource, equipping local stakeholders with a sustainable awareness model for long-term impact.

Through this initiative, IMAGIN reinforced the transformative power of visual media in mobilizing communities toward safe, sustainable, and inclusive water access under the Jal Swapna Programme.





Awareness programme IEC (FHTC) under Jal Jeevan Mission and Jal Swapno at different Gram Panchayat in the District of Murshidabad

In rural communities, traditional folk art has long been a powerful tool for storytelling, education, and social change. Recognizing its potential, IMAGIN leveraged folk performances as a key medium for Information, Education, and Communication (IEC) campaigns on Functional Household Tap Connections (FHTC) under the Jal Jeevan Mission and Jal Swapno Programme across multiple Gram Panchayats in Murshidabad. Local folk artists, including Baul singers, Pater Gaan performers, Alkap groups, and Jatra troupes, were engaged to create culturally resonant narratives about the importance of safe drinking water, hygiene, and community ownership of water resources. These performances, infused with humor, music, and interactive storytelling, captivated audiences, making technical concepts more accessible and engaging. The street plays and musical performances in haats, village squares, and community centers sparked conversations on water conservation, household responsibilities, and the benefits of FHTCs. Women, youth, and marginalized groups actively participated, making the initiative inclusive and community-driven. By integrating folk art with water governance, IMAGIN successfully fostered awareness, behavior change, and local leadership, ensuring sustainable community engagement in the Jal Jeevan Mission and Jal Swapno Programme across Murshidabad.

Message of PCPDNT deliver by aired through FM Radio

In an era where radio remains a powerful communication tool, IMAGIN leveraged FM radio broadcasts to spread awareness about the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act across diverse communities in urban and rural areas during the 2021-2022 financial year.

The initiative aimed to educate the public on the dangers of sex-selective practices, the legal framework of the PCPNDT Act, and the importance of gender equality. Through carefully crafted radio messages, expert discussions, and community testimonials, the campaign addressed deep-rooted societal biases and encouraged a positive shift in attitudes toward the girl child.

By utilizing regional languages and culturally relevant narratives, IMAGIN ensured that the message resonated with a broad audience, including women, youth, and decision-makers in families. The radio broadcasts also provided a platform for healthcare professionals and legal experts to share insights on the ethical, medical, and legal aspects of prenatal gender determination.

This campaign successfully amplified public discourse, fostered collective responsibility, and contributed to strengthening community awareness and action against gender-based discrimination. IMAGIN remains committed to advocating for women's rights and gender equity through innovative and inclusive communication strategies.



Murshidabad Conclave

The IMAGIN Murshidabad Conclave, held from 30th December 2021 to 1st January 2022, was a three-day celebration of Murshidabad's rich cultural heritage. The event served as a vibrant platform to showcase the district's diverse artistic traditions, from the famed Murshidabad Silk to the exquisite earthen pots of Kanthalia.

This grand conclave not only brought local artisans into the limelight but also provided them with exposure to a wider audience, encouraging sustainable entrepreneurship. Traditional art forms, music, and crafts took center stage, reflecting the deep-rooted essence of rural India. The event aimed to bridge the gap between artisans and markets, empowering them with opportunities to expand their reach.

Visitors had the chance to witness live demonstrations of silk weaving, pottery, and other indigenous crafts, fostering an appreciation for Murshidabad's artistic legacy. The conclave also featured discussions on promoting rural entrepreneurship and cultural preservation, making it an insightful gathering for artisans, entrepreneurs, and cultural enthusiasts alike. By celebrating art, culture, and craftsmanship, the IMAGIN Community Conclave successfully reinforced its commitment to community development, ensuring that Murshidabad's heritage continues to thrive in the modern world.



Partnering Khadi Mela 2021



In 2022, IMAGIN, in collaboration with the Khadi Board, co-organized the Khadi Mela, a dynamic platform celebrating Khadi, rural entrepreneurship, and sustainable livelihoods. The event aimed to empower artisans, promote small-scale enterprises, and highlight the economic and environmental significance of Khadi.

As a co-organizer, IMAGIN played a key role in engaging Self-Help Groups (SHGs), women entrepreneurs, and grassroots innovators, fostering discussions on micro-entrepreneurship, financial independence, and sustainable business models. The event featured interactive sessions, live demonstrations, and awareness campaigns, linking Khadi production with environmental sustainability and rural economic growth.

Additionally, IMAGIN integrated IEC activities on water conservation, hygiene, and sustainable living, aligning its developmental mission with the mela's core theme.

The successful partnership with the Khadi Board reaffirmed IMAGIN's commitment to strengthening rural economies, preserving traditional crafts, and promoting self-reliant communities through sustainable initiatives.



IMAGIN ShresthoterSomman 2021: Honouring Community Heroes

On 19th September 2021, IMAGIN hosted ShresthoterSomman 2021 at Berhampore Rabindra Sadan Auditorium, recognizing individuals who made significant contributions to society during the COVID-19 crisis. The event celebrated community leaders, entrepreneurs, and frontline Covid warriors whose relentless efforts brought resilience and hope to their communities.

In the wake of the pandemic, IMAGIN acknowledged the selfless service of health workers, volunteers, and grassroots activists who played a crucial role in ensuring relief and support for vulnerable populations. Awardees included individuals who led community movements for healthcare access, food security, and awareness campaigns. Small-scale entrepreneurs who adapted to the crisis and created sustainable livelihood opportunities were also honored. The COVID-19 response was a major focus of IMAGIN's initiatives in 2021-22, with extensive relief efforts, vaccination awareness drives, and support for marginalized groups. ShresthoterSomman 2021 was a tribute to those who stood strong in adversity, reflecting IMAGIN's commitment to community empowerment. The event not only recognized past efforts but also inspired collective action for a more resilient and prepared society.





Institute of Mass Awareness Generation and Information Network