

IMAGIN

ANNUAL REPORT

2023-2024





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
Contact Number	+91 - 7797551096
Email ID	imagin2425@gmail.com





From Chairperson's Desk

It is with immense pride that we present IMAGIN's Annual Report for 2023-2024. This year witnessed remarkable progress. As an Implementation Support Agency under the Jal Jeevan Mission, we remained dedicated to providing clean water for all. Key highlights include the successful formation of Village Water and Sanitation Committees, impactful capacity-building programs, and innovative IEC initiatives. Our focus on community empowerment and sustainable development has yielded significant results. Soul-stirring campaigns like the FM Radio campaign on gender equality and the Youth Training of Green Journalists have made a lasting impact. The Community Youth Reporters Programme empowered young changemakers in Murshidabad to amplify critical issues through ethical journalism, fostering awareness and inspiring action. We are committed to addressing critical issues like climate resilience, gender equality, and sustainable resource use aligned with the Sustainable Development Goals. This report reflects our achievements and lays the foundation for even greater success in the years to come. We extend our heartfelt gratitude to our team, partners, and stakeholders for their unwavering support and collaboration.

**Soma Maity,
Chairperson,
IMAGIN**

The rganisation

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.



OUR FOOTPRINTS



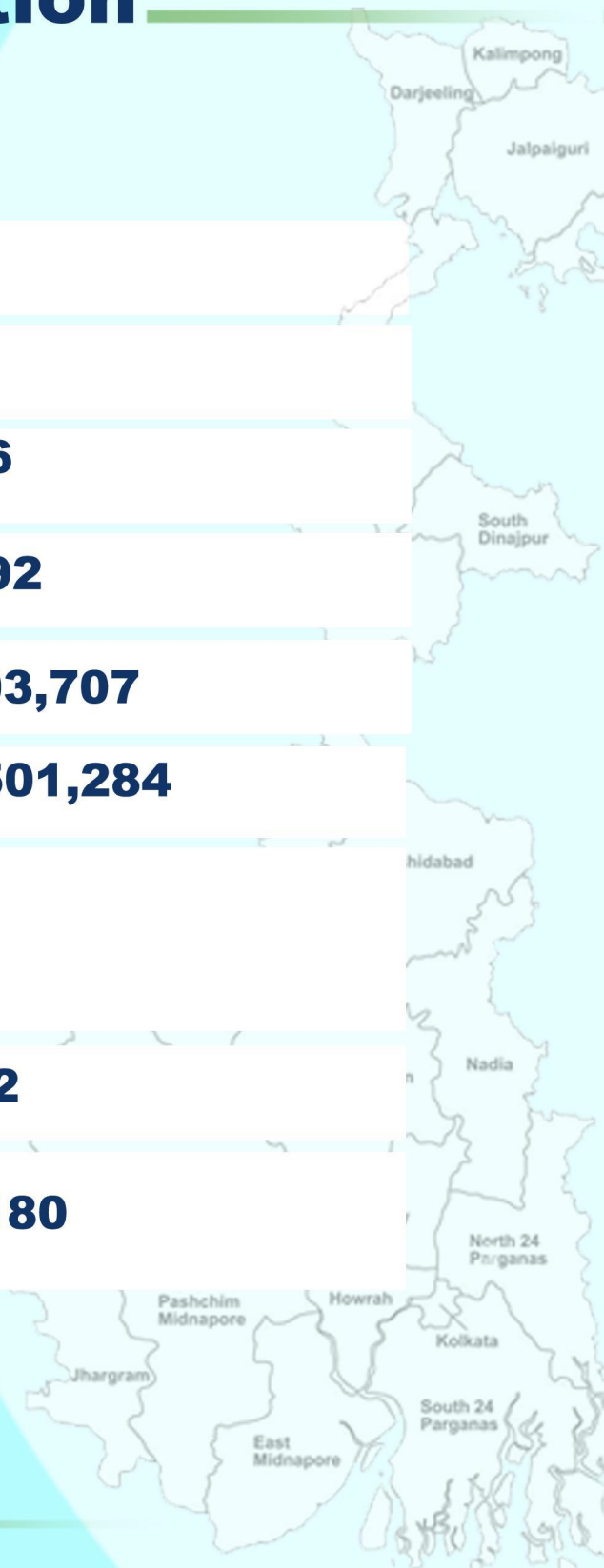
OUR PROJECTS

- **Working as ISA in Jal Jeevan Mission in 4 Districts (Nadia and North 24 Parganas, Birbhum and Murshidabad). 04 Projects**
- **Community Youth Reporters Programme. 01 Project**
- **IEC Activities – Community Level . 10 Projects**
- **Capacity Building and Training. 02 Projects**
- **Public Health Awareness through FM Radio .02 Projects**
- **Preparation of VAP (Village Action Plan) in 04 Districs. 04 Projects .**
- **Developing Community Media. 01 Project**



Project Milestone achieved by the Organisation

District Covered:	10
Block Covered:	163
GP Covered:	1506
Village Covered: Working with	16092
households:	8,403,707
Population Covered:	27,501,284
Village Water and Sanitation Committee (VWSC)	801
Jal Bachao Committee	2212
Working with Jal Bachao Committee Members (JJM) :	33,180





Lead the Charge for Change in Murshidabad



"The Community Youth Reporter Programme changed my life. It gave me confidence, taught me journalism skills, and opened doors to career opportunities I never imagined. Now, I can voice community issues like child marriage and education. I'm proud to drive change and inspire others."

Sadia Raisha
Community Youth Reporter



Lead the Charge for Change in Murshidabad



"Being a Community Youth Reporter transformed me. I learned how to share stories that matter and gained skills that shaped my future career path. This program empowered me to tackle critical issues in my community, and I now feel confident to make a real difference."

Sonali Dey
Community Youth Reporter

A circular inset image showing a group of women in colorful saris standing in a circle on a green field, holding small white cards or papers. The background of the entire page is a light blue sky with white clouds.

Working as ISA in Nadia District

IMAGIN has been supporting the Public Health Engineering Department (PHED) of the Government of West Bengal as Implementation Support Agency (ISA) of Jal Jeevan Mission (JJM) in the Murshidabad District from the year 2022-2023 . In the financial year 2023-2024 IMAGIN played it's role as ISA with more understanding of the project with the time being. IMAGIN, as an Implementing Support Agency (ISA) under the Jal Jeevan Mission (JJM), has actively contributed to the mission's objectives through comprehensive engagement at the grassroots level. Throughout the reporting year, IMAGIN organized 85 orientation programs at blocks and 1028 orientation programmes at Gram Panchayat levels, ensuring widespread awareness and understanding of JJM principles. Engaging the communities with JJM was a priority to us and during this process Village Water and Sanitation Committees (VWSCs) and drinking water user groups were formed across all assigned villages. The agency conducted extensive capacity-building initiatives for Panchayati Raj Institutions (PRIs) to equip them for effective JJM implementation. Regular reporting and feedback mechanisms were established with the district authorities to track progress and address any challenges encountered. Additionally, diverse Information, Education, and Communication (IEC) activities were conducted to promote the mission's goals, including awareness on Water, sanitation and hygiene (WASH) . IMAGIN further emphasized community involvement by raising awareness about Operation & Maintenance (O&M) while facilitating interactions between Gram Panchayats and other successful sub-committees to share best practices and experiences.



Working as ISA in North 24 Parganas District.



Since the 2022-2023 fiscal year, IMAGIN has proudly supported the Public Health Engineering Department (PHED), Government of West Bengal, as an Implementation Support Agency (ISA) under the Jal Jeevan Mission (JJM) in North 24 Parganas. This vibrant district, home to 22 blocks and 199 Gram Panchayats, has witnessed IMAGIN's deepening engagement in 2023-2024, marked by impactful interventions and strengthened partnerships. IMAGIN organized orientation programs at the block and GP levels, ensuring grassroots awareness of JJM principles. Rigorous baseline data verification identified households still lacking tap connections, while Village Water and Sanitation Committees (VWSCs) and water user groups were formed in assigned villages. Capacity-building workshops empowered Panchayati Raj Institutions (PRIs) for effective implementation, complemented by Village Action Plan (VAP) orientations. Dynamic IEC campaigns highlighted greywater management, geo-tagging, and water metering. By fostering community participation and encouraging shared learning, IMAGIN advanced the mission of sustainable water management.



Working as ISA in Murshidabad District.

In the fiscal year 2023-2024, IMAGIN actively supported the Public Health Engineering Department (PHED) of the Government of West Bengal as an Implementation Support Agency (ISA) under the Jal Jeevan Mission (JJM) in Murshidabad district. This collaboration marked significant progress in achieving the mission's goal of ensuring safe and sustainable drinking water for every household. Murshidabad, one of West Bengal's key districts, consists of 26 development blocks and over 250 Gram Panchayats (GPs). Throughout the year, IMAGIN facilitated multiple orientation programs targeting both block-level officials and Gram Panchayat members, ensuring a widespread understanding of JJM principles. The team undertook meticulous baseline data

verification to identify households without tap water connections, forming Village Water and Sanitation Committees (VWSCs) and drinking water user groups in all designated villages. To strengthen the program's execution, IMAGIN conducted comprehensive capacity-building sessions for Panchayati Raj Institutions (PRIs), enabling them to take an active role in planning and implementing the Jal Jeevan Mission. Village Action Plans (VAPs) were meticulously prepared in collaboration with VWSCs, ensuring community-led approaches. The organization also implemented robust Information, Education, and Communication (IEC) campaigns to promote key aspects of the mission, including greywater management, water source sustainability, and geo-tagging for assets, with seamless integration into the IMIS platform. These initiatives aimed to ensure transparency and efficiency in monitoring and evaluation. IMAGIN emphasized fostering community participation through awareness programs on Operation & Maintenance (O&M) responsibilities. Regular reporting and feedback sessions with PHED and district authorities ensured that challenges were addressed promptly, enhancing the overall impact of the project. IMAGIN's contributions in Murshidabad have laid the foundation for a sustainable and inclusive approach to achieving JJM's objectives, empowering communities and local governance structures to ensure access to safe and sustainable drinking water.

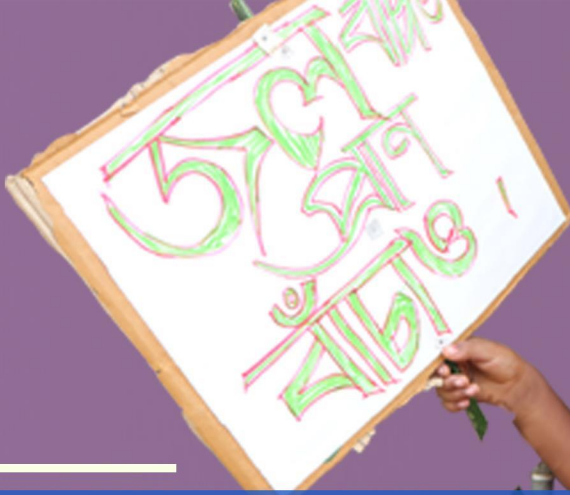


IMAGIN as ISA of JJM in Birbhum District

During the fiscal year 2023-2024, IMAGIN continued its work as an Implementation Support Agency (ISA) under the Jal Jeevan Mission (JJM) in Birbhum district, collaborating closely with the Public Health Engineering Department (PHED) of the Government of West Bengal. Birbhum, known as the “Land of Red Soil,” is characterized by its diverse geography, including lateritic terrains and tribal-dominated regions, which present unique challenges for water resource management and equitable water distribution. IMAGIN’s efforts in Birbhum centered around community-driven approaches to address the district’s specific challenges. Village Water and Sanitation Committees (VWSCs) were revamped, ensuring representation from marginalized groups.

The organization placed a strong emphasis on capacity building for Panchayati Raj Institutions (PRIs), equipping them with the skills and knowledge required to implement JJM effectively. Training sessions were tailored to address Birbhum’s unique socio-cultural and geographical contexts, with a focus on promoting sustainable water management practices. Information, Education, and Communication (IEC) campaigns were conducted extensively across the district, highlighting the importance of greywater management, groundwater recharge, and the conservation of local water bodies, which are critical in Birbhum’s drought-prone areas. Awareness initiatives also focused on traditional water conservation practices, integrating them with modern techniques to ensure sustainability. A notable achievement in Birbhum was the integration of local knowledge with advanced technologies. Community awareness programs on Safe Drinking Water and Operation & Maintenance (O&M) were also implemented to foster ownership and accountability among stakeholders. IMAGIN’s work in Birbhum has been pivotal in bridging gaps in water access, particularly in remote and tribal-dominated areas. By fostering community involvement, leveraging local wisdom, and introducing modern practices, the organization has laid the groundwork for achieving JJM’s vision of “Har Ghar Jal” in the district.





Community Awareness and IEC Activities under JJM in North 24 Parganas

In 2023-2024, IMAGIN partnered with the Public Health Engineering Directorate (PHE Dte.), Government of West Bengal, to conduct awareness and IEC activities under the Jal Jeevan Mission (JJM) in North 24 Parganas. The initiatives focused on promoting the judicious and safe use of drinking water, water conservation, and sanitation. IMAGIN actively participated in district-level fairs and festivals (Melas/Utsavs), setting up engaging stalls to highlight JJM themes and interact with diverse community groups. Additionally, mobile IEC campaigns through tableau vans disseminated key messages on water conservation, safe drinking water, and health issues, reaching even remote villages. Through these efforts, IMAGIN empowered communities with practical knowledge and fostered trust between stakeholders, enhancing their participation in JJM initiatives. This integrated approach successfully raised awareness, instilled sustainable water practices, and strengthened the foundation for achieving the mission's goals in North 24 Parganas.



Wall Writing to Promote JJM in Nadia District

On February 2024, IMAGIN undertook a strategic initiative to promote WASH Best Practices and the Jal Jeevan Mission (JJM) in Nadia district in collaboration with the Executive Engineer, Murshidabad Division, PHE Directorate. The project focused on wall writing on smooth and durable surfaces, preferably on government premises and boundary walls, to disseminate impactful Information, Education, and Communication (IEC) messages. The walls were adorned with visually appealing designs featuring the JJM logo, relevant pictures, and concise messages emphasizing the importance of clean and safe drinking water,

Functional Household Tap Connections (FHTCs), and WASH (Water, Sanitation, and Hygiene) best practices. These messages were tailored to resonate with the local community, promoting water conservation, the significance of maintaining hygiene, and the necessity of sustainable water management. This initiative successfully raised awareness, strengthened the community's understanding of JJM, and empowered residents to adopt safe water and hygiene practices, thereby fostering a culture of sustainability and collective responsibility for water resources in Nadia district.



A photograph of two hands, palms up, holding a glowing red silhouette of a fetus. The fetus is in a curled position with its arms raised. The background is a soft, out-of-focus grey.

FM Radio Campaign on PCPNDT Act in Collaboration with CMOH, Murshidabad

IMAGIN partnered with the Office of the Chief Medical Officer of Health (CMOH), Murshidabad, to execute a targeted awareness campaign on the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act, 1994. This act prohibits using prenatal diagnostic techniques for sex determination and bans sex-selective abortions to ensure gender equality. To maximize outreach, IMAGIN leveraged FM radio as a medium to deliver precise and impactful messages. Collaborating with local artists, the organization crafted culturally relevant content, including folk songs and jingles, to make the campaign relatable and engaging. These audio segments highlighted the legal prohibitions under the PCPNDT Act, the value of gender equality, and the importance of supporting girl children.

Specialized radio programs narrated real-life-inspired stories and included emotional appeals to foster community support for the campaign. The use of local dialects and culturally resonant themes ensured the message reached diverse audiences effectively.



Drinking Water Sample Collection in Birbhum District

On January 2024, IMAGIN undertook a comprehensive assignment in collaboration with the Executive Engineer, Birbhum Division, PHE Directorate, to strengthen the water testing process and ensure safe drinking water across 50 Gram Panchayats under 15 blocks of Birbhum district. The initiative involved the collection of drinking water samples from various sources, accompanied by detailed documentation of their geographical locations and reference households. This systematic approach ensured accurate mapping of water sources and enhanced traceability for future interventions.

IMAGIN works with communities as well as focused on rigorous data collection protocols to maintain precision and reliability. The gathered data was pivotal in identifying contamination risks, improving monitoring, and implementing corrective measures. This project significantly contributed to ensuring safe drinking water access for everyone, fostering community trust, and supporting the objectives of the Jal Jeevan Mission. IMAGIN's efforts aligned with its commitment to public health and sustainability.



unicef
for every child



COMMUNITY YOUTH REPORTERS' PROGRAMME

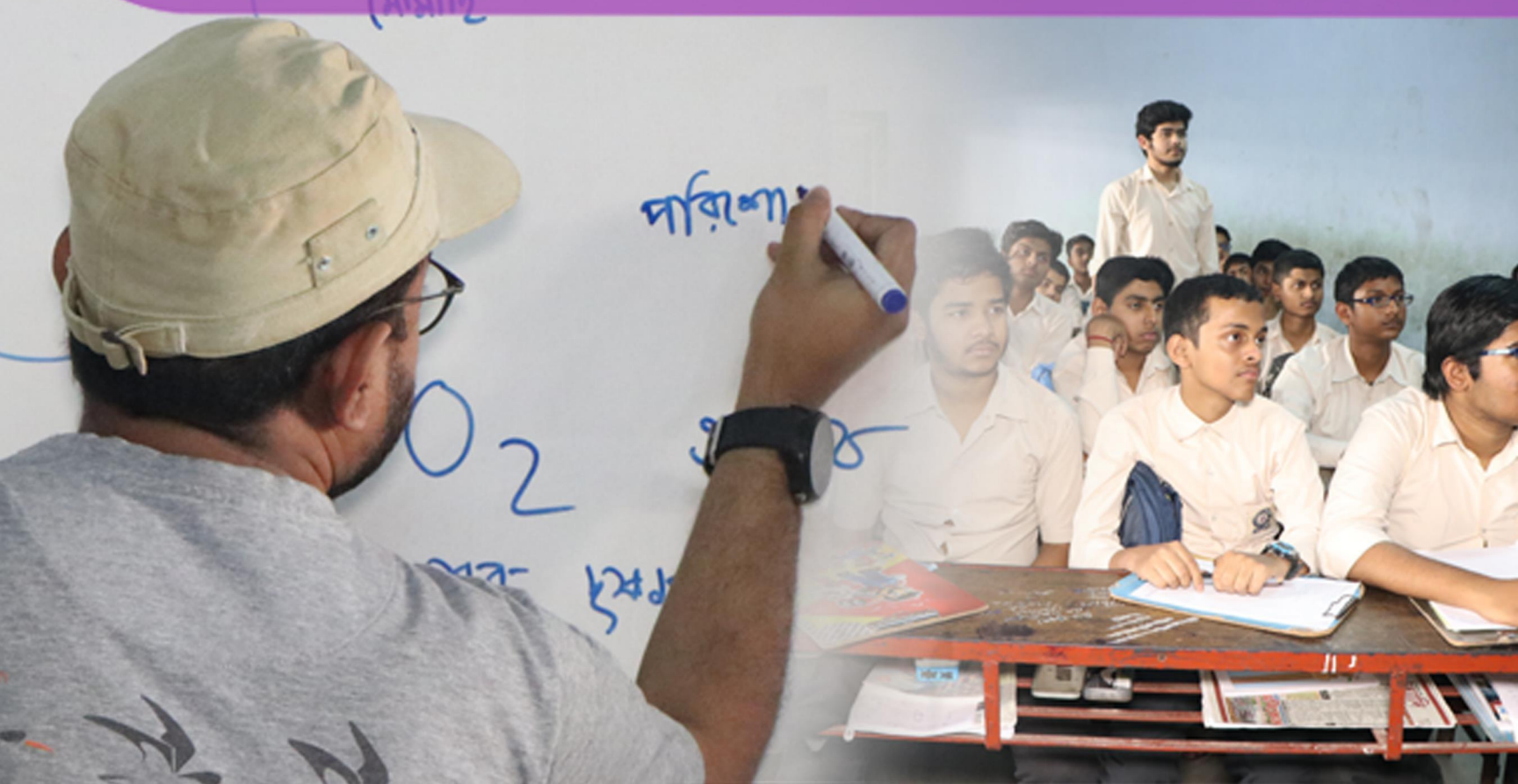


Community Youth Reporters Programme

Community Youth Reporters of Murshidabad are fearless changemakers from the community. From preventing child marriage to tackling environmental issues, they're amplifying stories that matter, stories that can change their lives and their communities. Through a partnership with IMAGIN, Press Club Kolkatta and UNICEF West Bengal, these youth are mastering journalism skills in audio, video, print and digital platforms. With ethical, evidence-based reporting, they amplify local voices, crafting stories that resonate with authenticity and empathy. From feature stories to human interest pieces, documentaries, interviews, and vox pops- they craft narratives that truly connect. They are aiming to inspire change and shape public opinion. MAGIN conducted the Community Youth Reporters Programme with support from the Press Club, Kolkata, and UNICEF West Bengal. Started in December 2023, the program included multiple sessions facilitated by Eminent Journalists, Officials from the Health Department, Government of West Bengal, and UNICEF Communication Specialist. Key Experts from IMAGIN served as Resource Persons and coordinated with the adolescents who were exploring their roles as community youth reporters. Considering the practical scenarios around them, the Community Youth Reporters produced [Number] news reports in Video Format. These reports were screened in sessions attended by key Government Officials and heads of Educational institutions. The programme brought together voices form communities and made them heard.

Training School Students as Green Journalists

In the financial year 2023-2024, IMAGIN continued its pioneering initiative to train school students as Green Journalists, fostering environmental awareness and advocacy among the younger generation. The sessions, conducted in collaboration with schools, focused on critical topics such as environmental conservation, water management, the importance of trees, climate change, and climate action. Quality Education, SDG 5: Gender Equality, SDG 10: Reduced Inequalities, Sustainable Cities and Communities, SDG 16: Peace, Justice, and Strong Institutions Through interactive workshops and hands-on training, students learned to report on environmental issues with clarity and responsibility. They were guided to use various media formats, including print, audio, and video, to craft compelling narratives that inspire action and drive change. These Green Journalists became ambassadors of sustainability within their schools and communities, amplifying messages of conservation and climate resilience. By equipping students with knowledge and journalistic skills, IMAGIN not only strengthened their role in environmental stewardship but also contributed to building a generation that values and actively participates in creating a sustainable future.





World Water Day 22 March 2024- Nadia

IMAGIN successfully organized a district-level program in Nadia District for World Water Day, making it a focal point for raising awareness on water conservation. Embracing the theme of water preservation, the event saw active participation from students, community members, and government officials. A total of 05 individuals were felicitated for their exceptional contributions to water conservation, highlighting the vital role of grassroots efforts. The event featured cultural programs and an oath-taking ceremony where attendees pledged to conserve water, symbolizing a collective commitment to water preservation. Water Champions, individuals playing key roles in saving drinking water, were also honored for their impactful work. In addition to the celebrations in Nadia, various awareness-building activities took place across West Bengal, including student engagement and community outreach programs.





Community-Led Swachhata Hi Seva Campaign at Nadia

IMAGIN in Mira 1 Gram Panchayat in Kaliaganj 1 Development Block, Nadia District, organized a remarkable Swachhata Hi Seva campaign, highlighting the local community's collective commitment to promoting cleanliness and sanitation. This initiative was led by a collaboration of social workers, Panchayat representatives, and local villagers, who came together to observe and support the mission of Swachh Bharat. The campaign centered on Sustainable Development Goal (SDG) 6: "Ensure access to water and sanitation for all." A rally marked the beginning of the event, with active participation from the entire community. Following the rally, a series of activities were conducted, aiming to raise awareness about the importance of sanitation, hygiene, and clean water access. The campaign emphasized the critical need for safe water and proper sanitation, underlining the fundamental link between hygiene, health, and well-being. Villagers were encouraged to adopt better practices for maintaining a cleaner environment, ensuring that the importance of sanitation becomes an integral part of daily life. This grassroots-level initiative not only promoted a cleaner village but also strengthened the community's commitment to achieving a healthier, more sustainable future in line with national and global development goals.





Murshidabad Community Conclave 2023

The Murshidabad Community Conclave, held in 2023 by IMAGIN, was a significant event aimed at promoting the district's rich cultural heritage and fostering entrepreneurship. This vibrant initiative highlighted the indigenous arts and crafts of Murshidabad, offering a platform for local artisans to showcase their talent and creativity. By bringing these cultural expressions to a wider audience, the event not only celebrated the region's legacy but also created economic opportunities for its artisans.

The conclave served as an important occasion for dialogue and collaboration, with a dedicated panel discussion featuring experts from diverse fields. These discussions focused on the region's development, touching upon various aspects such as community empowerment, sustainable economic growth, and the importance of preserving cultural heritage while promoting innovation. The event acted as a catalyst for encouraging local entrepreneurship and strengthening the community's connection to its traditional crafts, all while fostering opportunities for sustainable growth.

IMAGIN's initiative emphasized the importance of integrating cultural preservation with modern development strategies. By supporting local artisans and promoting entrepreneurship, the event played a crucial role in driving economic development and empowering the community of Murshidabad. This successful conclave was a testament to the potential for local talent to flourish when given the right opportunities and support.



Developing Sustainable Practices in WASH

"Joining IMAGIN's efforts has been life-changing. As a Jal Bachao Committee member, I'm proud to promote WASH and gender equality. Together, we're empowering women and saving water for a healthier, brighter future."

Shefali Khatun



Developing Sustainable Practices in WASH

"Working with IMAGIN has been a rewarding experience. As a VWSC member, I'm now dedicated to promoting water conservation ensuring a healthier and more sustainable environment for all."

Mohua Mondal



