

TARGET GROUP

Selection of the target audience has great significance. This manual is designed for training and capacity building of water educators or professional trainers on water conservation awareness. These 'master trainers' could be-

- ◆ Staff of NGO/CBOs working on issues related to water
- ◆ Development workers or professionals interested in water and related issues
- ◆ Academicians, researchers, social entrepreneurs, etc with particular interest in water sector

These master trainers would further use this manual (along with the enclosed PowerPoint presentation) to educate people from various sections of the society. Generally, the target audience would include-

- ◆ Children
- ◆ Women
- ◆ Farmers
- ◆ Panchayati Raj Institutions
- ◆ Researchers
- ◆ Social Workers
- ◆ Government Officials
- ◆ Policy Makers
- ◆ Common Users

The manner of presentation, language, subject content, all depend upon our identified target audience, only then the efficacy of a science communication effort can be ascertained.