



# **NIGER STATE WATER AND SEWAGE CORPORATION**

## **MANDATORY ADVANCED COMMUNICATION STRATEGY FOR BUSINESS ENABLING SERVICES**

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## **I. Legal Reference**

The **Niger State Water and Sewage Corporation (NISWASEC)** operates under the its law. These frameworks mandate the Agency to ensure the efficient registration, monitoring, and evaluation of water supply in the State.

## **II. Vision**

To establish a system that ensures transparency, accountability, and efficiency, fostering sustainable development and trust in public governance.

## **III. Mission and Mandate**

### **Mission**

To provide an inclusive, fair, and transparent framework for water supply ,registration and evaluation, ensuring compliance with procurement regulations while promoting economic growth and public trust.

### **Mandate**

- 1. Compliance with Regulation:** To ensure adherence to all relevant national and state laws, regulations, and industry standards governing potable water services. This commitment is vital for maintaining public health and safety.
- 2. Reliable Water Supply:** To providing a reliable and continuous supply of clean and safe water to consumers. It strives to meet the quality standards set by health and environmental authorities to ensure public well-being.
- 3. Efficient Service Delivery:** Efficiency in water distribution is a key focus for the corporation, aiming to minimize outages and quickly address service interruptions. By enhancing operational practices, it seeks to fulfill the needs of end users effectively.

4. **Consumer Accountability and Transparency:** To establish clear guidelines for service delivery, billing, and complaint resolution. This commitment fosters trust and ensures that consumers are informed and empowered.

#### **IV. Communication Strategy for Internal and External Public with Timelines and Milestones**

##### **A. Current Situation/Background**

Effective communication is pivotal to:

- Ensuring stakeholders understand the processes and benefits of contract registration.
- Educating the public and contractors on procurement laws.
- Increasing trust and confidence in the procurement system.

##### **B. Objectives of the Communication Strategy**

1. **Raise Awareness:** Increase awareness of registration processes for access to water supply and their importance among citizens, government MDAs, and the public.
2. **Promote Transparency:** Reinforce the Agency's commitment to openness in procurement and contract monitoring.
3. **Encourage Compliance:** Educate stakeholders on their roles and responsibilities under laws guiding water supply.
4. **Foster Collaboration:** Strengthen partnerships with contractors and civil society for effective project evaluation.
5. **Highlight Successes:** Showcase reforms and successes in contract monitoring to build confidence and attract better participation.

## **C. Goals**

### **1. Reputation Management Goals:**

- Build public trust by highlighting the transparency and fairness of registration.
- Regularly communicate progress in water supply monitoring and evaluation.

### **2. Relationship Management Goals:**

- Foster productive relationships with contractors, MDAs, and civil society organizations.
- Actively engage stakeholders in feedback sessions to improve processes.

### **3. Task Management Goals:**

- Enhance internal staff capacity to manage contract registration efficiently.
- Set clear milestones for communication campaigns, ensuring timely and impactful delivery.

## **D. Target Audience and Key Messages**

### **1. External Target Audience**

- **Contractors and Vendors:**
  - “Register your interest seamlessly with the Agency to comply with the state procurement laws.”
  - “Timely registration ensures access to project opportunities and smooth evaluation processes.”
- **Government MDAs:**
  - “Collaborate with relevant MDAs for transparent and accountable contract registration and monitoring.”

- “Procurement compliance guarantees project success and public trust.”
- **Civil Society and Media:**
  - “Participate in monitoring processes to ensure accountability and inclusiveness.”
  - “Transparency in public procurement drives development and efficiency.”
- **General Public:**
  - “Understand how public contracts are monitored to enhance value for money.”
  - “Your support fosters accountability and better governance.”

## 2. Internal Target Audience

- **NISWASEC:**
  - “Your dedication ensures the success of water supply
  - “Continuous training will empower you to deliver better services.”
- **Policymakers and Local Government Officials:**
  - “Strong policies on contract registration drive transparency and trust in governance.”
  - “Effective collaboration ensures successful project evaluation and public satisfaction.”

## E. Communications Mix

### 1. External Communications

- **Press Releases and Media Engagements:** Announce milestones in contract registration and project evaluations.

- **Social Media Campaigns:** Share updates, infographics, and success stories.
- **Workshops for Contractors:** Educate vendors on registration processes and compliance requirements.
- **Public Outreach:** Town hall meetings to engage citizens and inform them about contract monitoring initiatives.

## **2. Internal Communications**

- **Staff Training:** Monthly workshops on contract registration and compliance protocols.
- **Internal Newsletters:** Share updates on procurement laws, best practices, and staff achievements.
- **Policy Briefings:** Quarterly meetings to align staff and policymakers on goals and challenges.

## **F. Promotion**

### **1. Contractor Engagements:**

- Organize seminars to address contractors' concerns and educate them on registration benefits.
- Distribute handbooks on procurement laws and registration procedures.

### **2. Publicity Campaigns:**

- Advertise registration deadlines and procedures through radio, TV, and billboards.
- Use social media for live Q&A sessions on contract registration.

## **G. Timeline and Milestones**

### **1. Media Engagements:**

- Monthly updates via press briefings and media appearances.

- Quarterly feature stories on successful contract monitoring.

## 2. **Contractor Workshops:**

- Conduct bi-monthly workshops on registration compliance.
- Publish post-event summaries online.

## 3. **Evaluation Reports:**

- Publish annual reports on contract registration and monitoring outcomes.

# H. **Evaluating Success**

## 1. **External Metrics**

- **Stakeholder Feedback:** Surveys to gauge satisfaction with the registration process.
- **Media Analysis:** Track positive mentions and engagement with campaigns.
- **Compliance Rate:** Monitor the percentage of contractors adhering to registration deadlines.

## 2. **Internal Metrics**

- **Staff Performance:** Evaluate staff efficiency in managing registrations and queries.
- **Training Impact:** Assess improvements in staff knowledge and service delivery.

## **V. Conclusion**

This strategy ensures Niger State Water and Sewage Corporation communicates effectively with all stakeholders, drives compliance, and strengthens its reputation as a transparent and efficient agency.

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