



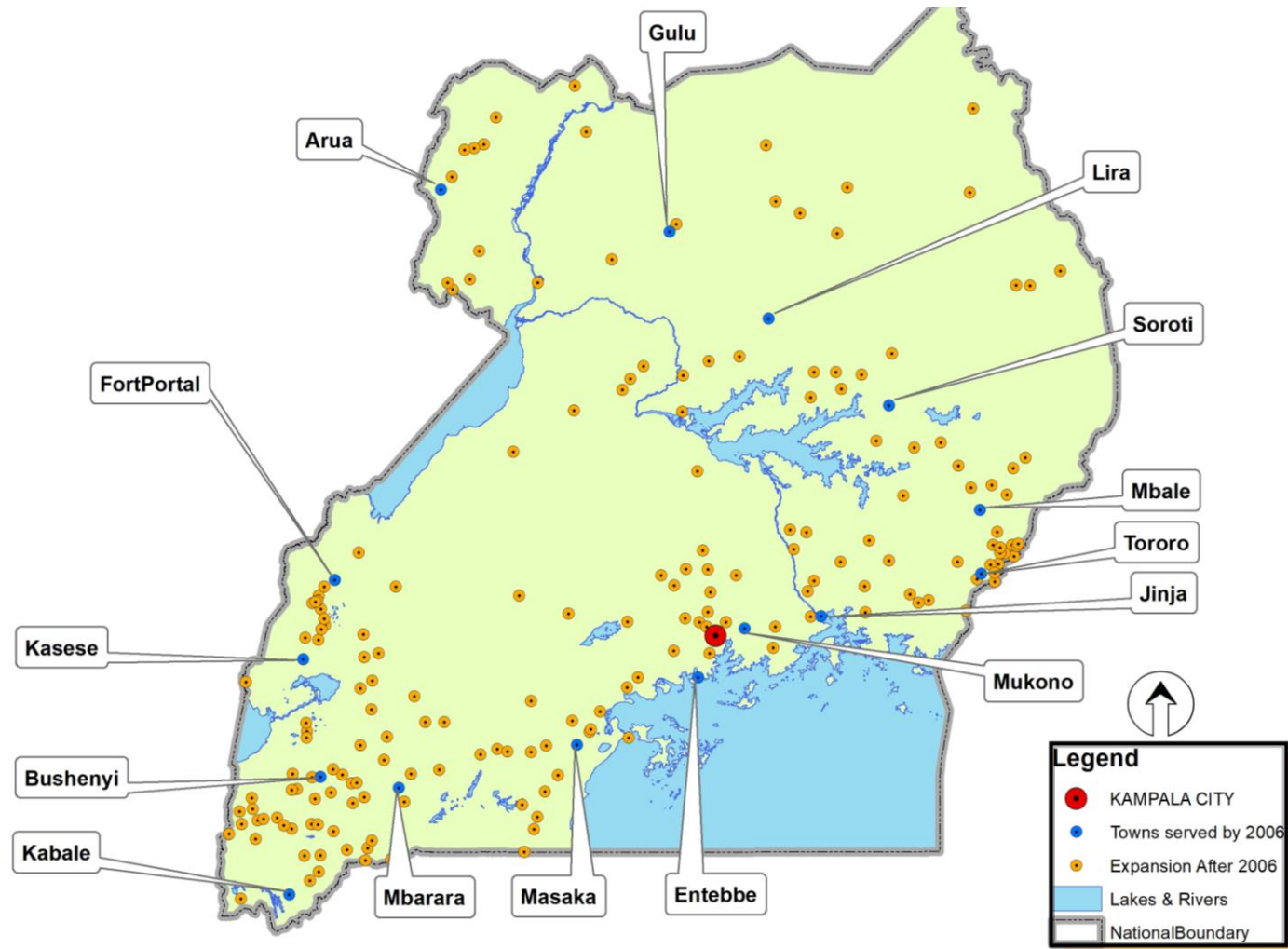
BEST  
USE OF SOCIAL MEDIA BY A  
STATE BODY / INDIVIDUAL  
NWSC



## Effective Communication: A case of NWSC

Dr Eng Silver Mugisha, MD NWSC  
25<sup>th</sup> May 2021 : Kyankwanzi Leadership Center

# NWSC, a Public Utility with a vision to be the Leading Utility in the World...



Its a Public Corporation wholly owned by the Government of Uganda, established in 1972



Mandate: provide water and sewerage services in Urban Areas on commercial and financially viable basis



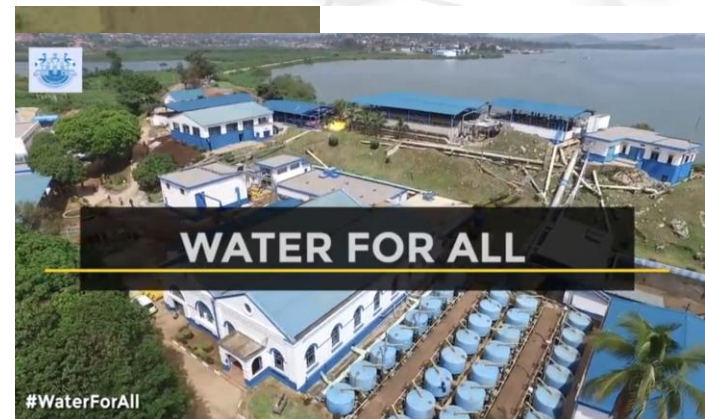
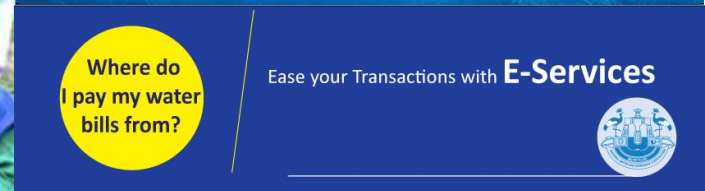
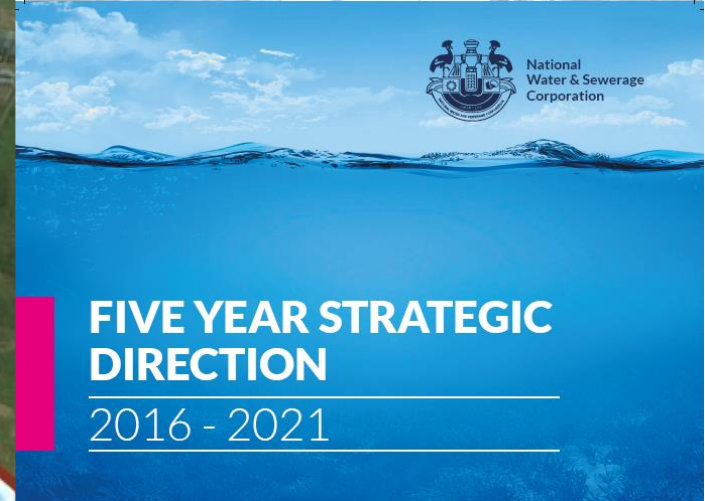
NWSC operates in 258 towns/urban centers in Uganda



*Vision: The Leading Customer Service Oriented Utility in the World*



*Mission: To Sustainably and Equitably provide Cost Effective, Quality Water and Sewerage Services to the Delight of All Stakeholders, while Conserving the Environment*



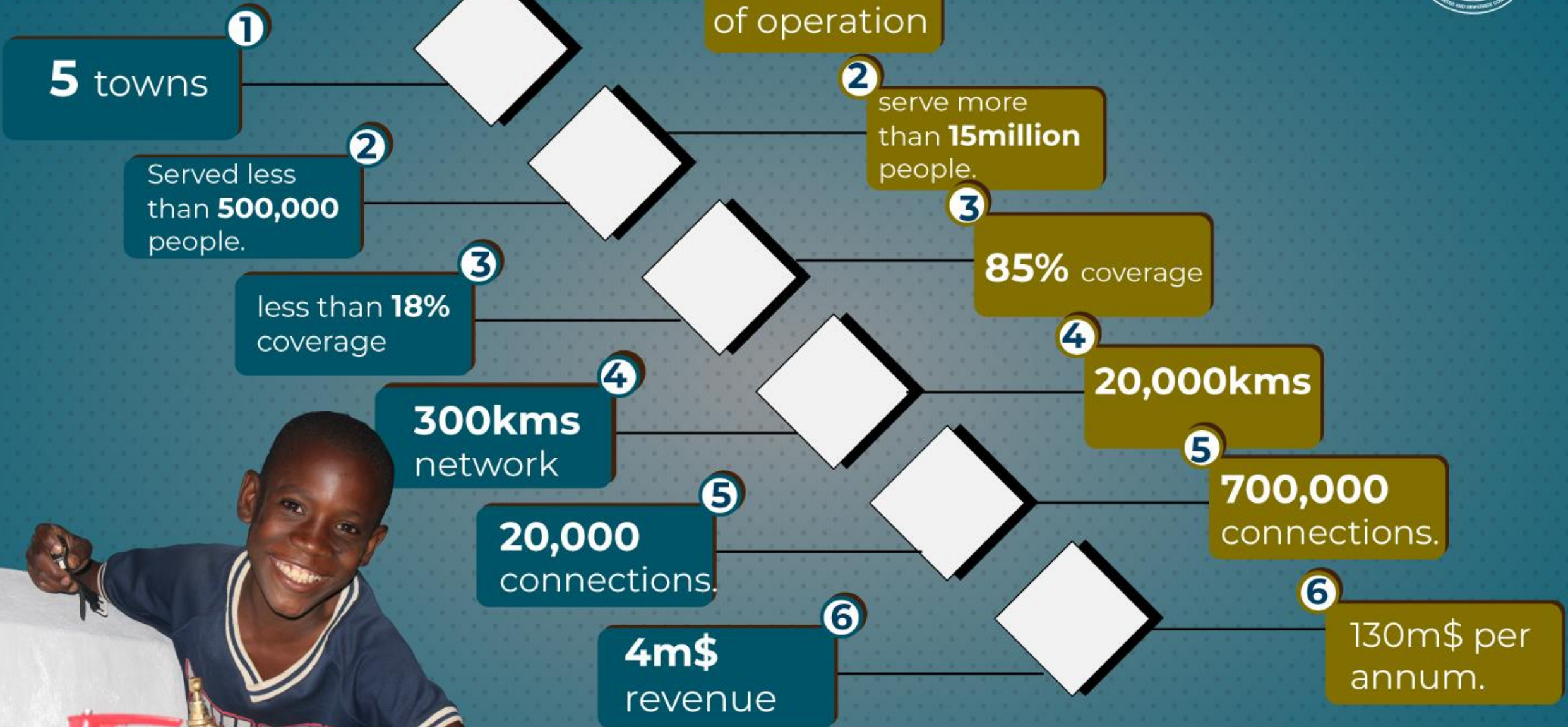
## NWSC Key Strategies

- Well articulated **vision & long-term Strategy**
- Short-term **high impact tactical** programmes to ensure operational & financial sustainability
- Focus on **infrastructure growth & service to the poor**
- **Performance accountability** at all levels- increased management **autonomy & performance-based incentives**
- **Leveraging IT** to drive operation efficiency and service delivery
- Strong Focus on Stakeholder engagement and water source protection
- Staff Engagement and Investment in **staff capacity and skills** development
- Strong **collaboration** with development partners



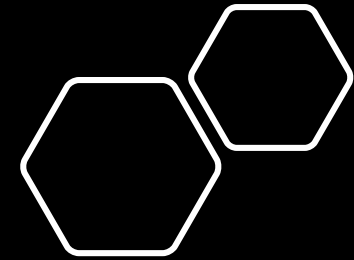
# 1990

# 2021



# Highlights of NWSC Performance History

Performance Indicator	1998	2011	2016	2018	2020	2021 (P*)
Number of NWSC towns	12	24	174	236	258	258
Service Coverage	48%	75%	76 %	74	70	70
Total Connections	50,826	272,406	472,193	<b>587,863</b>	<b>724,006</b>	<b>787,722</b>
New Connections per year	3,317	25,633	38,836	50,341	61,521	63,716
Proportion Metered Accounts	65%	99.8%	99.8 %	99.8%	100%	100%
Staff per 1000 Connections	36	6	6	6	6	6
Collection Efficiency	60%	98%	105%	100%	92	95
NRW	60%	33%	28 %	31%	34	36
Turnover (Billion UGX/Year)	21	132	276	388	463	457
Operating surplus/deficit (Before. Dep) (Billions UGX)	8.0 (-)	30 (+)	62 (+)	92(+)	103 (+)	<b>101 (+)</b>



**“Effective Communication”: Ten practical lessons**



# Practical Lesson- 1

Emphasis on practical actions rather than mere words





# Practical Lesson- 2

People want real solutions and not promises



# Practical Lesson- 3

You must keep a close eye on what can go wrong





**COSTS  
DOWN**



**EFFICIENCY UP**

**Practical  
Lesson- 4**

**Cost-benefit analysis of communication method is key**





NATIONAL WATER &  
SEWERAGE CORPORATION

# PUBLIC RELATIONS ACTION PLAN 2021

Public Relations in the  
context of National Water  
and Sewerage Corporation

A Voice and a Platform for  
Lasting Relations

#WaterForAll

## Practical Lesson- 5

### Crafting a Communication action plan maintains clarity and focus

- Actions & Milestones
- Responsible Personnel
- Realistic Timelines





**Practical  
Lesson- 6**

**Communication strategy is entity-specific:  
your theory is just a guide**



**Practical  
Lesson- 7**

**The accounting officer is the most believed communicator: optimize modus operandi**



## Practical Lesson- 8

A communication head must be conversant with actions and long-term plans of the entity



Digital communication and agility are key

Practical  
Lesson- 9

BEST  
USE OF SOCIAL MEDIA BY A  
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NWSC

SMA 16  
SOCIAL MEDIA AWARDS  
UGANDA



# Practical Lesson- 10

Financing of communication plans should not blur action in the entity

**Theme:** Infrastructure Growth and Improved Customer Services



# WATER HEROES

...service delivery, it is critical to  
...connected to the customers and  
...you serve"

Silver Mugisha

...PAYING WATER BILLS  
...HELPS NWSC  
...TEND CLEAN SAFE  
...R TO MORE PEOPLE  
...PLAY MY PART.  
...DO YOU?  
...Heroes #Waterman

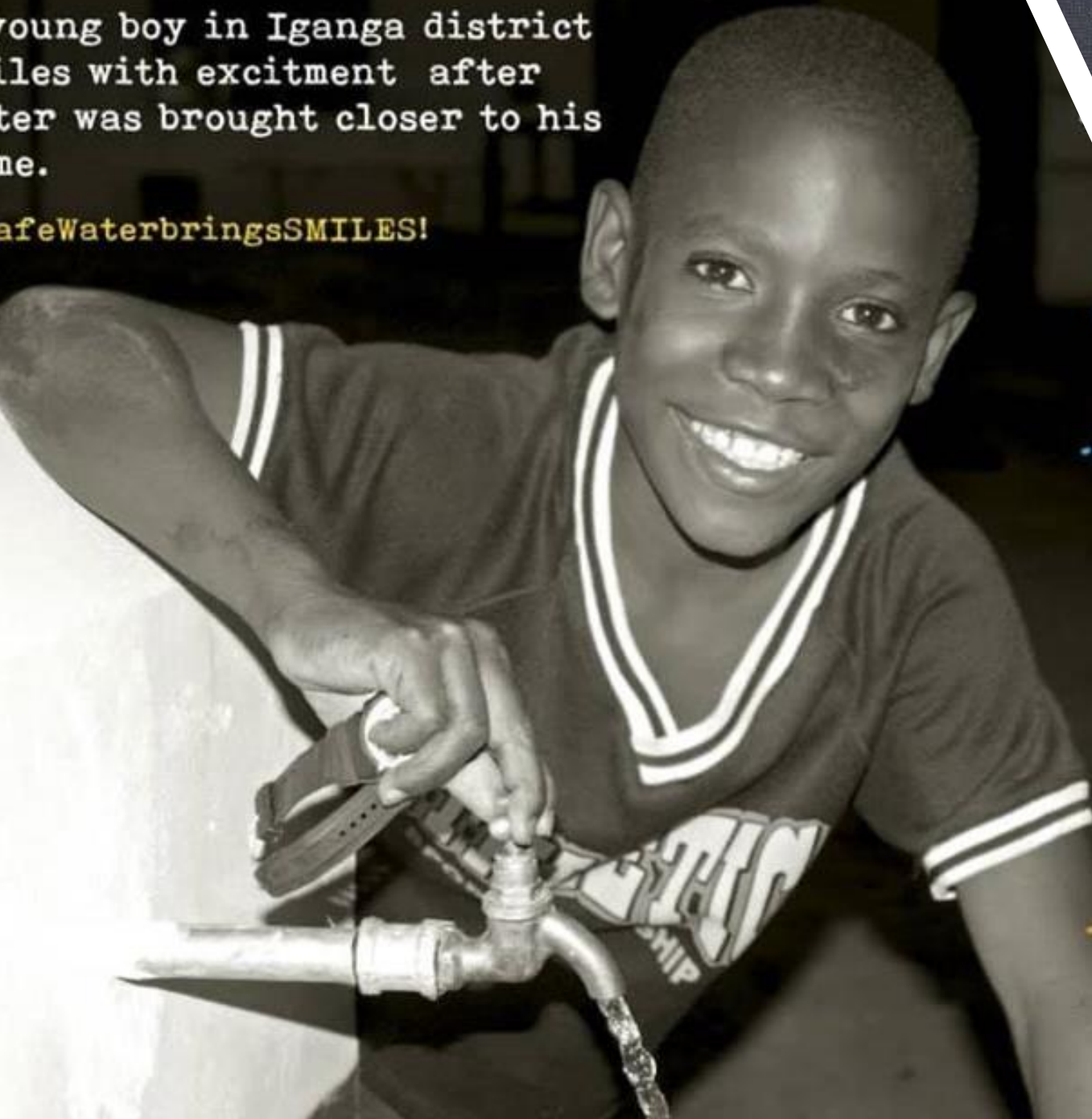
...PRISON IS TOO HIGH A  
...PRICE TO PAY FOR  
...WATER THEFT.  
...LEGALIZE YOUR  
...WATER  
...CONNECTION TODAY.  
...#WaterHeroes #Waterman

...#Waterman  
...I'm a water Hero  
...I pay my water bills prom

**Conclusion:** It is Effective  
Communication that  
Connects People  
(Beneficiaries) to Service  
Delivery

Young boy in Iganga district smiles with excitement after water was brought closer to his home.

SafeWaterbringsSMILES!



National Sewerage

@nwscug

www.nwsc.co.ug



ABYA  
DUAL

S  
SOCIA  
UC

Photo by Allan Mwe...