



Reaching the unreached

IEC Plan for MGNREGA

FY 14-15

Prepared by the MGNREGA Division of Ministry of Rural Development
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Information Education and Communication (IEC) activities specific to the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) addressing the communication needs of its target stake holders, for the Financial Year (FY) 2014-15

What is MGNREGA

Implemented by the Ministry of Rural Development, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) provides the legal framework for the flagship programme of the Government that directly touches lives of the poor and promotes inclusive growth. The Act aims at enhancing livelihood security of households in rural areas of the country by providing at least one hundred days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work.

The Communication Strategy

One of the important steps to make MGNREGA a success is the creation of awareness among rural people and other stake holders. Special emphasis needs to be placed on raising awareness among the MGNREGA workers also. The IEC plan, which is a subset of the Communication strategy aim at facilitating dissemination of right based provisions of the act to ensure that the workers know their right to demand wage employment and exercise their right by applying for such employment as per their need. Beyond raising awareness, interventions at interpersonal level need to be extended to ensure that individuals are converting their awareness into action. For this, Behaviour Change Communication activities need to be rolled out, at the grass root level, in the next FY.

Communication Strategy for MGNREGA: Why and How

Recently conducted assessments point to the existence of a gap of information about MGNREGA, among rural population in general, and MGNREGA labourers in particular. This information-gap can only be addressed with the help of a structured communication strategy. Such a communication strategy for MGNREGA enumerates the approaches on how the MoRD, the States the districts, the intermediate panchayats, gram panchayats and the grass root level functionaries should implement the IEC activities and BCC activities in their specific geographical areas. The strategy would facilitate in managing communication activities, maintaining uniformity in messages, producing high quality, cost effective, target specific IEC/BCC products based on the key messages and thereby ensuring better uptake of the provisions offered by the Act. The low degree of awareness amongst the beneficiaries would diminish their ability to fully exercise their rights.

Communication gap

Communication need may differ from State to State. But generally the basic communication needs are common. Main objective of IEC strategy of MGNREGA is to ensure that the workers know their right to demand wage employment and exercise their right by applying for jobs as per their need. But demand for employment under MGNREGA is affected by many variables like

- (i) Lack of knowledge on how to exercise their rights by applying for the job
- (ii) Lack of knowledge about the number of days of employment to which they are entitled.
- (iii) Lack of awareness about the time period within which wages were to be received.

- (iv) Lack of awareness about the prescribed quantum of work which entitled full wage payment
- (v) Lack of knowledge about the manner of wage calculations.
- (vi) Lack of comprehensive knowledge about the Scheme
- (vii) Wage differentials
- (viii) Lack of infrastructure and capacity at GP/Block/District level
- (ix) Delayed wage payments to the labourers
- (x) Delayed fund release to the GP etc
- (xi) Availability of alternate employment opportunities in primary, secondary and tertiary sectors
- (xii) Proximity to urban areas
- (xiii) Visibility of the programme
- (xiv) Lack of knowledge about the nature of works that can be taken up under MGNREGA.

The Ministry of Rural Development (MoRD) will be developing creative messages and designing products for national level campaigns and activities, which will be available for adaptation into local languages. The BCC roll out plan with products and convergence with other Govt departments will be initiated by the Ministry.

The national level IEC plan for MGNREGA is designed by understanding the existence of these variables. The Ministry of Rural Development (MoRD) will be developing creative messages and designing products for national level campaigns and activities during the FY 14-15. Understanding the existence of any or combination of these variables, the States can take up the prioritization of key messages in their area, and develop creative messages accordingly.

Target audience of MGNREGA

Target audience is a specific group of people to whom a message is targeted. In the case of MGNREGA, target group differs based on the type of message disseminated. The target groups broadly identified for MGNREGA are:

- 1) MGNREGA labors / Job Card holders
- 2) General public
- 3) Opinion leaders
- 4) State level authorities
- 5) District authorities
- 6) Block/Taluk/GP authorities (including POs and APOs)
- 7) GP authorities
- 8) Post office staff
- 9) Bankers
- 10) SHG unit members
- 11) Adolescent school drop outs
- 12) Beneficiary groups of various development projects implemented in GPs
- 13) Anganwadis

Key messages of MGNREGA

The key messages of MGNREGA are:

1. MGNREGA guarantees hundred days of wage employment in a financial year, to a rural household whose adult members volunteer to do unskilled manual work.

2. Individual beneficiary oriented works can be taken up on the cards of Scheduled Castes and Scheduled Tribes, small or marginal farmers or beneficiaries of land reforms or beneficiaries under the Indira Awaas Yojana of the Government of India.
3. Within 15 days of submitting the application or from the day work is demanded, wage employment will be provided to the applicant.
4. Right to get unemployment allowance in case employment is not provided within fifteen days of submitting the application or from the date when work is sought.
5. Receipt of wages within fifteen days of work done
6. Variety of permissible works which can be taken up by the Gram Panchayaths
7. MGNREGA focuses on the economic and social empowerment of women
8. MGNREGA provides "Green" and "Decent" work.
9. Social Audit of MGNREGA works is mandatory, which lends to accountability and transparency
10. MGNREGA works address the climate change *vulnerability* and protect the farmers from such risks and conserve natural resources.
11. The Gram Sabha is the principal forum for wage seekers to raise their voices and make demands. It is the Gram Sabha and the Gram Panchayat which approves the shelf of works under MGNREGA and fix their priority.

Source of Information

An Impact Assessment Study conducted by Prasar Bharati during 2009 reveals that for 61.6% of the population Interpersonal Communication (IPC) methods have served as the primary source of information about MGNREGA. Besides that, mid-media and mass media have played an important role as source of information. The communication strategy of MGNREGA takes into consideration the effective sources of information which can address various target groups of the Scheme. Based on the existing assessments available, the effective media to reach out to the rural areas are as follows (in the order of effectiveness)

- 1) Interpersonal Communication (IPC) methods
- 2) Mid media methods
- 3) Mass media methods

Considering this, the communication strategy suggests that 50% of the IEC budget shall be focusing on IPC methods. While mid media tools can be realized using 30% of the budget, mass media activities can be limited to 20% of the budget.

Uniformity in messaging

Uniformity in messaging need to be ensured, for better results, based on the key messages,. Nationally, State wide, and even at the grass root level, it should be the standardised message and brand being disseminated. This will help in increased awareness level, more visibility for the Scheme and better identification of the Scheme by name, among literates and illiterates.

While rolling out the IEC plan, MoRD will ensure the uniformity of the messages in the IEC and BCC materials produced for various stake holders across geographical areas in the country. Capacities of the States need to be enhanced in terms of communication management.

Social media

MGNREGA has pitched into social networks to increase its visibility and initiate interaction through modern media. Currently MGNREGA at the Central level has profiles in Facebook, Youtube and Twitter. Advantages of these rapidly expanding networks will be utilized particularly to connect to the youth and other stake holders. News, photos and viewpoints will be shared from all the States through these profiles, which will help the public to have an understanding about latest happenings under MGNREGA.

Best practice documentation and dissemination

Partners at the grass root level, upto the national level will be capacitated to understand what a best practice is, and a system will be developed to grab such practices and disseminate at appropriate levels. When good practices are shared, it will increase efficiency within the system. For this, activities are included in the IEC plan for FY 14-15

Focus on Mid media and IPC

Considering IEC activities implemented last FY, and leveraging the advantages of continuing the strategy this year also, more focus is given for mid media activities and IPC activities for MGNREGA for the FY 2014-15. Also the target audience being positioned in rural areas, these are the most effective media through which we can ensure the messages to touch the lives of the rural poor.

Rozgar Divas

'Rozgar Divas' is one of the major IEC activities which aims at demand capture and management of such labour demand in a given locality. 'Rozgar Divas' is incorporated into the IEC action plans of the State so that it is conducted at GP level every month on a fixed day as per the guidelines issued by the Ministry.

Media Advocacy, Capacity building of journalists, exposure visits and strengthening of MGNREGA system to respond to media

In order to increase the visibility of the Scheme and share the best practices through, a media advocacy plan has been developed by MGNREGA. The plan also foresees the strengthening of MGNREGA system to respond to media.

FY 13-14 and MGNREGA

FY 13-14 was crucial for MGNREGA for the reason that this being the first FY in which a comprehensive communication strategy was implemented at the National level. Hence the activities for this FY are planned in such a way to ensure continuum to those activities which got kick-started during last FY. Focus is given to develop systems and designs which ensure messages are reaching out to the rural poor in a sustainable way through this system.

During FY 13-14, the Ministry requested all the States to prepare their IEC Action Plan for the FY 13-14 and 14-15. The Plans sent by the States were analysed in detail and inputs were given to ensure message stability and message clarity upto the grassroots level. State IEC Nodal Officers for MGNREGA are nominated by the State to spearhead the IEC activities at the State level.

IEC Plan for MGNREGA (FY 2014-15)									
Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Responsibility	Budget Head	Remarks
I	Mass Media								
a	AIR	Spot campaign in AIR focusing on seven key messages of MGNREGA. Use existing spots	30 Sec duration	To be determined as per the holistic plan of MoRD		5000000	IEC Division	General IEC	The campaign may have a year long presence by reducing the frequency
b	DD	Spot campaigns in DD focusing on seven key messages of MGNREGA. Use existing spots	30 Sec duration	To be determined as per the holistic plan of MoRD		7500000	IEC Division	General IEC	The campaign may have a year long presence by reducing the frequency
c	Advt in Newspapers & Magazines, News letters and Journals	Advertisements planned for special occasions only	Half page colour			5000000	IEC Division	General IEC	Print media ads are the least effective medium as far as MGNREGA messages and TGs are concerned
d	Website	Making the website easy navigable, and adding various TG related messages and success stories	HTMLpages	As needed	0	0	MoRD for MGNREGA site. States for their sites	No Expenditure to be incurred	
e	Social Networks	Disseminating messages through social networks and interacting with States/Districts/Blocks/Genpop through these platforms		0	0	0	MoRD and States	No Expenditure to be incurred	
f	Quarterly Newsletter on MGNREGA and dissemination of the same	Printing and dissemination of a quarterly newsletter exclusively on MGNREGA. Target Group: All district collectors, All Secretaries in State, Secretaries of Central Ministries. To be sent by speed post	¼ Demy (Size of an A4 page)/16 pages (Including both languages)/Cover (4 pages):220 gsm art paper/Inner (12 pages): 135 gsm art paper/4 colour offset/1000 copies/June, Sept, Dec, Mar issues	4	50000	200000	MGNREGA Division	MGNREGA's IEC head (15 Crore)	Estimate is based on MoRDs approved rates for 13-14. May vary if rates are revised. Rates include speed post charges.
g	Newsletters, journals, publications	MGNREGA related articles can be included in Grameen Bharat, Kurukshetra and Yojana	Articles, reseach studies etc	0	0	0	MGNREGA Division	Not applicable	
II	Development of IEC/BCC materials, modules/guidelines and an interactive portal	MGNREGA has various key messages identified for dissemination to various target groups. Various IEC/BCC tools are necessary to help these messages reach the target. Posters, leaflet, stickers etc are some of such tools. The Ministry proposes to develop the designs of such materials through NIRD and develop a portal to enable the States and stakeholders to download as per their priorities. NIRD will develop such materials for different languages.	Specifications are mentioned against each item			10000000	NIRD	MGNREGA's IEC head (15 Crore)	NIRD being a research organisation under MoRD can utilise it's expertise to develop various IEC/BCC materials, guidelines and portal for MGNREGA

a	Breaking of creative content	Based on the key message for each Target Group, creative content need to be prepared for each tool.					NIRD	From the amount devolved to NIRD	
b	Portal for IEC materials	All materials developed by NIRD for MGNREGA will be made available for download for various States and stakeholders for download in various printable formats, language wise. This portal will be menu-driven for easy navigation. States will be given permission to upload their specific IEC/BCC materials	A portal with capacity to hold designs of IEC materials and enable hassle free downloads				NIRD	From the amount devolved to NIRD	
c	Posters	One each poster for all key messages except Key message no 6 (list of permissible works), which will have 26 posters on different permissible works. The list of 26 possible topics can be found in the description part	Demy Size/Multi Colour	36			NIRD	From the amount devolved to NIRD	
d	Leaflets	One each leaflet for all key messages except Key message no 6 (list of permissible works), which will have 26 leaflets on different permissible works. The list of 26 possible topics can be found in the description part	1/4 Demy/Three fold/Multi Colour/Double Side	36			NIRD	From the amount devolved to NIRD	
e	Flip charts	One flipchart for all key messages, and one flip chart for key message no 6 (list of permissible works)	1/3 Demy/Multicolour	2			NIRD	From the amount devolved to NIRD	States can use appropriate pages of the flip chart based on their priority
f	Pocket Charts	Pocket charts for community mobilisation on various topics including demand generation, wages, delay in payment etc	Two types of pocket charts	2			NIRD	From the amount devolved to NIRD	
g	Cards and Games	Various cards and games for BCC activities being implemented at the grass roots level	Depends upon the games	5			NIRD	From the amount devolved to NIRD	
h	Wall Writing Designs	These designs will be shared with the States for replicating on the walls. One each template for all key messages except Key message no 6, which will have 26 templates	Multi colour/Graphics	36			NIRD	From the amount devolved to NIRD	States can use appropriate templates based on their priority
i	Module on how to use various IEC/BCC materials	This module will help the State level implementers to understand how to use each IEC/BCC materials effectively		1			NIRD	From the amount devolved to NIRD	
Outdoor & Mid Media									
j	Hoarding	One each hoarding for all key messages except Key message no 6 (list of permissible works), which will have 26 hoarding designs	20ft x 10ft	36			NIRD	From the amount devolved to NIRD	
k	Kiosk	To do community mobilisation with the help of Info kiosks at Gram Panchayat melas and festivals	10ft x 6ft x 6ft	1			NIRD	From the amount devolved to NIRD	

I	Module for training of SHGs on MGNREGA	SHGs can be treated as an important vehicle for imparting messages on MGNREGA. This module will help SHGs to have updated information about MGNREGA. This module may be incorporated in the ongoing training programmes for SHGs.					NIRD	From the amount devolved to NIRD	
m	Script development for folk programmes using local troupes	To disseminate messages through folk media, the master script will be shared to all the States. Activities like empanelment of folk teams, training of folk teams, Planning and implementation, Video and Text Documentation to be done by the State.	Folk programme script/20 min duration	1			NIRD	From the amount devolved to NIRD	
n	Branding of MGNREGA	Templates of name boards, info boards etc. as per the branding strategy	10 templates	10			NIRD	From the amount devolved to NIRD	
III	Production of video documentaries	Video documentary on permissible works	22 Min duration	1	560000	560000	IEC Division	MGNREGA's IEC head (15 Crore)	
IV	Duplication of DVDs	DVDs of video programmes already produced for wider dissemination and Community Video Shows at district level	Share the master DVD with the States	0	0	0	State	Translation and duplication by the State	
V	Best practice documentation and dissemination	To identify best practices from the from various States. Developing a reporting system		0	0	0	MGNREGA Division		
VI	Rozgar Divas	Conducting Rozgar Divas at GP level once in a week by States	Once in a week at GP level by the States			184740000	MGNREGA Division and States	134740000 from MGNREGA's IEC head (15 Crore) and 5 crore from general IEC head	Funds to be devolved to the States
VII	Focussed Group Discussions	Focussed group discussions at Anganwadi level during Wednesday's Mothers' meetings	30 minutes duration. Key messages to be discussed, with the flipcharts and other materials developed				States		
VIII	IEC Impact Assessment	To assess the impact of IEC activities and Rozgar Divas	By external agency	1	2000000	2000000	MGNREGA Division	MGNREGA's IEC head (15 Crore)	
IX	Training Component					2500000	NIRD	MGNREGA's IEC head (15 Crore)	Funds to be devolved to NIRD
	Grant total					217500000			

217500000

MGNREGA
Training Plan 2014-15

Type of Training	Category of Participants	States Covered	Total no of workshops	Participants in each program	Total No. of persons	No. of Days	Unit Cost	Budget	Agency
IEC Training									
National level master trainers Training	State IEC Nodal Officers for MGNREGA and three others from the States/Uts	35	5	30	150	3		2500000	NIRD

Details of budget heads from which expenditure is earmarked

From MGNREGA IEC	INR in Lakhs
Newsletter	2
Development of IEC materials and portal	100
Video	5.6
RozDiv	1347.4
IEC Impact Assessment	20
IEC Training for State functionaries	25
Total	1500
From General IEC	
RozDiv	500
AIR	50
DD	75
Advt	50
Total	675
Grand Total	2175