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**RURAL MANAGEMENT & DEVELOPMENT DEPARTMENT
GOVERNMENT OF SIKKIM
GANGTOK**

Ref No.: 22/RMDD/MGNREGA/14-15

Dated: 25/04/2014

To,

**Smt. Aparajita Sarangi, IAS
Joint Secretary- MGNREGA,
Department of Rural Development,
Government of India,
Krishi Bhawan, New Delhi-110001**

Subject: Revised State Level IEC Action Plan for Sikkim State under MGNREGA

Madam,

This is in response to the deliberations held in the State IEC Nodal Officers Meetings convened in the Ministry of Rural Development during March, 2014. The State Level IEC Action for Sikkim State under MGNREGA has accordingly been revised, duly prioritizing the *Rozgar Diwas*.

Kindly find enclosed the revised State Level IEC Action Plan for Sikkim State under MGNREGA in the prescribed format from Jan-2014 to Mar-2015 with a budget of Rs 3.62 crore. The updated writeup is enclosed as well.

Yours faithfully,

(D. R. Nepal)

Secretary –RM&DD

Encl: As above

Sikkim MGNREGA IEC Action Plan

Explanatory Notes

Jan 2014 – Mar 2015

The Sikkim MGNREGA IEC Action Plan employs an integrated communication approach using Interpersonal Communication (IPC), Mid – Media and Mass Communication tools to disseminate a range of information and education activities. For stakeholders at each level, the action plan identifies specific IEC initiatives that are appropriate as effective message delivery systems. The focus is on using IPC methods targeting the job card holders and the functionaries. The IEC Action Plan in Sikkim focuses on four primary areas:-

Key message: हर हातलाई काम, हर कामको पूरा दाम

1. Create awareness on the rights based provisions under MGNREGA

In this objective, information dissemination and awareness generation activities are focussed on sensitisation of target groups such as Job Card Holders and GP and ward level functionaries on the issues such as sensitization of the job card holders on demand registration and obtaining dated receipts, workers entitlements and publicity of helpline number to improve grievance redressal system. Also, the wider objective and vision of MGNREGA are also disseminated to the general public and other stakeholders by observing earmarked days such as Rozgar Diwas and MGNREGA Day. *Rozgar Diwas* shall be organized at 989 habitations (wards) covering all 176 Gram Panchayat on a monthly basis. The first working Wednesday of every month has been notified as Rozgar Diwas day. A total of 9890 Rozgar Diwas shall be organized during the current Financial Year covering 2014-15.

Key message: आफ्नो गाउँ आफै बनाउँ (Lets build our village ourselves)

2. Promote sustainable livelihood for the rural poor

This objective focuses on Sikkim specific policies like G5P to build livelihood resource base for the rural poor. IEC activities in this objective focus on facilitating information to strengthen the livelihood capabilities of 20% of the poorest households in village by way of strengthening Gram Planning Forum, convergence with line departments and creating awareness on the list of permissible livelihood works that can be taken up on private lands. The primary task of IEC activities in this objective is to encourage livelihood building projects horizontally across the state. For this purpose, specific IEC programs like exposure visits for field functionaries and select Job Card holders to Districts and GPs with best practises and success stories (water harvesting tanks in the South District) are identified as an effective IPC method.

Key message: क्षमताको काम सफलताको नाम

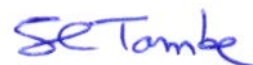
3. Capacity Building of field functionaries to strengthen IPC

The 3rd key objective focuses on Sikkim specific systems that have been developed to manage MGNREGA works and simultaneously build the technical capacities of functionaries at the block, GP and ward level. The IEC activities work towards educating functionaries by way of workshops and training programs to familiarise them on work systems like the EASY software and technical inspection of works by the newly appointed Junior Engineers (JEs).

Key message: हाम्रो पैसा, हाम्रो हिसाब

4. Enhance transparency in material component

The 4th objective focuses on IEC activities that provide information to field functionaries and job card holders, on ways to strengthen and eliminate lapses in material delivery systems. Specifically designed IEC activities aim at increasing transparency and accountability in material delivery systems. The display of social estimates in the work site, technical training of field functionaries on drawing of social estimates, creating awareness on improved record keeping systems and better attendance in Social Audit Jan Sunwai are examples of IEC methods that will ensure the smooth flow of MGNREGA works.



(Sandeep Tambe)
Director - MGNREGA

Sikkim IEC Action Plan (Jan 2014 - March 2015)								T
Activity	Proposed Activities	Target Group	Tool	Frequency	Cost			2013-14
					Unit cost (Rs.)	Phy Target	Total Cost (lakh)	Q4
Goal	Well informed rural workers who are able to demand work and ensure effective, public delivery systems under MGNREGA, thereby creating durable, need based assets resulting in sustainable livelihoods for the rural poor							
Key Message	हर हातलाई काम, हर कामको पूरा दाम							
Objective 1	Create awareness on the rights based provisions under MGNREGA	Job Card holders, GP, Cluster level functionaries						
Activity 1.1	Sensitization of the job card holders on demand registration	Job card holders	Acknowledgement slip for work demand, Awareness program at worksite, All India Radio	Monthly	Rs 20,000 per month for AIR relay	15	3.00	
Activity 1.2	Wider publicity of helpline number for grievance redressal	Job card holders, General public	Helpline number printed in new job cards, dissemination through meetings, workshops, on AIR and print media material	Monthly	Rs. 20 / job card	80,000	16.00	
Activity 1.3	Organize Rogzar Diwas at GP level	Job card holders, Block, GP and ward level functionaries	Exhibition of posters, Pamphlets , Rogzar Diwas Calender	Monthly	Rs 500 / Rogzar Diwas	9,890	49.45	
Activity1.4	Prepare mobile exhibition kits on permissible work with unit cost, workers entitlement	Job card holders, general public	Poster, Flex posters at worksite, Jan Sunwai, Gram Sabhas, all public programmes at GP level	Annual	Rs. 5,000/set	200	10.00	
Activity 1.5	Pledge taking during Work Initiation Meeting (Kerala model)	Job card holders	Oral pledge administered by Mates / GRS / JE s	Beginning of all new works	Rs. 100 / work	3,000	3.00	
Activity1.6	Celebrate MGNREGA Day at Block level on 2nd Feb, 2014	Job card holders, District, Block, GP and ward level functionaries, general public, Area MI A	Award for Block, GP and ward level functionaries, organise poster & photo exhibitions at block level, coverage by print media and electronic media	Annual	Rs. 2 lakh per block	31	62.00	

Activity	Proposed Activities	Target Group	Tool	Frequency	Cost			2013-14
					Unit cost (Rs.)	Phy Target	Total Cost (lakh)	Q4
Activity1.7	Public awareness by SAU to increase attendance in Social Audit Jan Sunwai	Job card holders, Stakeholders	Poster, Miking, AIR, Poster at worksite, advertisement in vernacular news paper, circular for suppliers	Annual	Rs. 10,000 per Gram Panchayat	176	17.60	
Activity1.8	Prepare MGNREGA Work Cycle Handbook in comic book format with illustrations of the processes to be followed	GP, Block level functionaries and job card holders	Illustrated handbook with planning cycle and works cycle following the 5 MoRD TOTs	Annual	Rs. 150 / book	2,000	3.00	
Key Message	आफ्नो गाउँ आफै बनाउँ							
Objective 2	Promote sustainable livelihoods for the rural poor	20% poorest of the poor households						
Activity 2.1	Capacity Building to prepare Gram Panchayat Pro-Poor Perspective Plan (G5P) at district level	20% poorest of the poor Household of the ward	Orientation on G5P operational guidelines, Meeting with Gram Planning Forum, PRA exercises and sensitization at Gram Sabha	May - June	Rs. 2 lakh per training	4	8.00	
Activity 2.2	Publish Sustainable Livelihoods and Convergence User Manual along the line of National Users Manual	Gram Planning Forum, village, block and district functionaries, line department officials	Workshop, consultation and meeting with nodal departments, two version book	Annual	Rs. 200 per book	2,000	4.00	
Activity 2.3	Organise exposure visits to success of water tanks in South district for East and West Districts	PRIs, Job Card holder, Mates	Exposure visit, Interaction, first hands experience for farmers, PRI members of drought prone area of East and West districts	Annual	Rs. 30,000 per two GP	8	2.40	
Activity 2.4	Exposure visit for livelihood success stories within the State (10 trainees per GP)	PRI, Job card holder, functionaries	Exposure visit, Interaction, first hand experience for farmers, PRI members to success stories within the State	Annual	Rs. 30,000 per two GP	90	27.00	
Key Message	क्षमताको काम सफलताको नाम							
Objective 3	Capacity Building of field functionaries to strengthen IPC	Mates, GRS, PRIs, APOs, POs, ADPCs, DPCs, front line staff of line department						

Activity	Proposed Activities	Target Group	Tool	Frequency	Cost			2013-14
					Unit cost (Rs.)	Phy Target	Total Cost (lakh)	Q4
Activity 3.1	Training on assigning piece rate, work measurement, work inspections, running MB at State level	Junior Engineers	Training, Sensitization program, Workshop	Quarterly	Rs. 2.5 lakh / training	5	12.50	
Activity 3.2	Training on Estimation Automation Software for You (EASY 1.5) software	Assistant Engineers, Junior Engineers	Training, Sensitization program, Workshop	Annual	Rs. 1.5 lakh / training	2	3.00	
Activity 3.3	Capacity building of beneficiaries / functionaries on procedure and process of G5P at district level	PRIs, GRS, Mates, GVA, Job Card Holders	Training, Sensitization program, orientation Workshop	Annual	Rs. 1 lakh per district	4	4.00	
Activity 3.4	Training functionaries on the framework, procedures and process of convergence at State level and District level	State level training for block and district level functionaries	Training, Sensitization program, Workshop along with line departments	Annual	Rs. 1 lakh / training	5	5.00	
Activity 3.5	Training on best practices in record keeping and work execution (eg , Maniram & Perving GP, South) at district level	Cluster and GP level functionaries	Training, Sensitization program, Workshop	Quarterly	Rs. 70,000 per training	16	11.20	
Activity 3.6	Refresher training for village functionaries at district level	GRS, JE, PAA	Training, Participatory Workshops, Interactive sessions	Monthly	Rs. 70,000 per training	48	33.60	
Activity 3.7	Refresher training for block and district functionaries at State level	Block and district level functionaries	Training, Participatory Workshops, Interactive sessions	Monthly	Rs. 1 lakh per training	12	12.00	
Activity 3.8	Training on soil and moisture conservation techniques at state level	JEs, AEs, Horticulture and Forest officers at Block level	Training with resource persons from MoRD	Annual	Rs. 1.5 lakh per training	1	1.50	
Activity 3.9	Annual Plan meeting for FY 2014-15 at State Level	District, Block and GP level Functionaries including SAU and line Departments	Interactive workshop, Presentation of case studies, success stories, annual plan for FY 2014-15	Annual	Rs. 5 lakh per training	1	5.00	
Activity 3.10	Publish Resource Book on Social Audit (Sikkim Model) in Case Study approach	All functionaries	Case study book with lesson learnt from Social Audits	Annual	Rs. 250 per book	2,000	5.00	
Key Message	हाम्रो पैसा हाम्रो हिसाब							

Activity	Proposed Activities	Target Group	Tool	Frequency	Cost			2013-14
					Unit cost (Rs.)	Phy Target	Total Cost (lakh)	Q4
Objective 4	Enhance transparency in material component to improve quality of assets created	Block and GP level functionaries including PRIs		-				
Activity 4.1	Technical training on social estimates and record keeping at State level	Block and GP level functionaries	Sensitisation program and training	Bi-annual	Rs. 2.5 lakh per training	2	5.00	
Activity 4.2	Strengthen and standardise record keeping system for material component	GP level functionaries	Pre-printed standard registers, sensitization program	Annual	Rs. 150 /book	8,000	9.60	
Activity 4.3	Refresher training for mates at block level	Mates	Interactive session, Workshop, Creative learning methods, case studies, documentaries and hand on experiences	Quarterly	Rs. 40,000 per block per quarter	124	49.60	
						Total	362.45	Lakh

Time frame				Indicators	Means of Verification
2014-15					
Q1	Q2	Q3	Q4		
				Increased transparency on right based provision, increase in number of active job card holders, employment, average persondays	MIS, Social Audit Report, NLM report
				Works opened in timely manner throughout the year, Increased in average persondays, increased in number of HH completing 100 days as compared to previous year	Dated acknowledge receipt, MIS, Social Audit Report
				Job card holders & stakeholders aware of help line number of MGNREGA, improved grievance redressal system, timely action plan	Complaint Register, Helpline Register
				Works opened in timely manner throughout the year, Increase in average persondays, increase in number of HH completing 100 days as compared to previous year	Employment Records, MIS
				Increased demand for livelihood assets compared to previous year	Labour Budget 2015-16, G5P 2015-16, MIS
				Improvement in work output as compared to previous year	Measurement of Works, MB, Completion Report
				Increase visibility of MGNREGA work, increased learning and sharing among job card holders and functionaries	Upscaling of success stories, LB 2015-16, G5P 2015-16

2014-15				Indicators	Means of Verification
Q1	Q2	Q3	Q4		
				Increase in number of participants in Social Audit Jan Sunwai as compared to previous year	Social Audit Attendance, Photos of Gram Sabha, Social Audit Report
				Timely work completion, planning at GP and block level	
				More than 50% of the Labour Budget earmarked for creation of livelihood assets in the lands of the 20% poorest households of that GP	Approved LB for 2014-15, Work sanction Intimation, G5P report, Abstract, NLM report, Social Audit Report
				Higher investment in livelihood sector, decrease in percentage of footpaths as compared to previous year	G5P report of each GP, Process documentation, LB 2015-16
				Book containing convergence framework, roadmap, joint estimates, drawings and G5P approach which can be used by field functionaries to plan sustainable livelihoods	User Manual published
				Adoption of good practice of water storage tanks in dry GPs of East and West districts	Enhancement in demand for water tanks in G5P and LB of 2015-16
				Increased investment in Livelihood sector	Upscaling of success stories in G5P and LB of 2015-16
				Increased efficient and transparent systems, improved and standardized record keeping, measurement, site visit, success stories, thereby ensuring the quality and delivery of MGNREGA works	MIS, Registers, Books, completion Certificates, UC, Social Audit Report, Running MB, site dairy, Photos of work in MIS, success stories

2014-15				Indicators	Means of Verification
Q1	Q2	Q3	Q4		
				Improved work quality and work output, More works shifting to piece rate basis	Completion report, MB book
				To facilitate quick site specific technical estimates, drawings and social estimate to ensure timely and better quality planning of works.	% of Estimates prepared using EASY 1.5 Software
				Increased livelihood related works for the rural poor, trained functionaries on G5P procedure	MIS, LB, Gram Sabha resolution, G5P report
				All functionaries trained on convergence framework, increase in number of convergence projects with HCCD & Animal Husbandry department	More projects taken up in convergence mode
				Replication of best practices in record keeping, social estimates	NLM reports, Social Audit Reports, Internal Monitoring Reports
				Improved delivery and work output of the village functionaries	NLM reports, Social Audit Reports, Internal Monitoring Reports
				Improved delivery and work output of the block and district functionaries	Attendance Sheet, Photo, Report, MPR, MIS
				Junior Engineers and technical team trained on soil and moisture conservation techniques, improved technical support for SMC works	Better estimation and implementation of NRM works
				Improved coordination between State, District, Block and GP level functionaries, practice of standard process, more learning and sharing of best practices	Better delivery of new improvements planned
				Improved public delivery system, improved materials delivery, record keeping at GP level as compared to previous year	Social Audit Report, NLM Report, Recovery amount

2014-15				Indicators	Means of Verification
Q1	Q2	Q3	Q4		
				Increase transparency and improved in materials indent, received and consumption compare to 2012-13, timely supply of materials thereby increasing quality and work output	Copy of Indent, Goods Receive Register, Stock register, Report of Worksite Materials Monitoring Committee, Bills, Vouchers, Social audit Report
				JE's and field level functionaries trained on social estimates, social estimates available for all work and worksites, improved transparency in material component compare to 2012-13	Social Audit Report, NLM Report, Recovery amount
				Improved and standardized record keeping system followed in all GPs	Social Audit Report, NLM Report, Recovery amount
				Improved delivery system, record keeping, work output at the work site. Improved transparency in materials components compare to 2012-13	Training report, Attendance sheet, Photo documentation, registers, pamphlets, IEC materials at worksite, inspection report, Social Audit Report