



**Reaching the  
unreached**

**IEC Strategy  
for  
MGNREGA**

Prepared by the MGNREGA Division of Ministry of Rural Development

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## Information Education and Communication (IEC) Strategy for MGNREGA

### 1. The Context

#### 1.1. Introduction

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.

#### 1.2. The MGNREG Act

The Act came into force on February 2, 2006 and was implemented in a phased manner. In Phase I it was introduced in 200 of the most backward districts of the country. It was implemented in an additional 130 districts in Phase II (2007-2008). The Act was notified in the remaining rural districts of India from April 1, 2008 in Phase III.

#### 1.3. MGNREGA is unique

Mahatma Gandhi NREGA is one of the largest and most ambitious social security and public works programmes in the world. The primary objective of the Act is augmenting wage employment. Its secondary objective is strengthening natural resource management through works that address causes of chronic poverty like drought, deforestation and soil erosion and so encourage sustainable development. The scheme is a significant step towards strengthening grass-root processes of democracy and infusing transparency and accountability in governance.

#### 1.4. The Objectives of MGNREGA

The Mahatma Gandhi NREGA aims at enhancing the livelihood security of the people in rural areas by guaranteeing hundred days of wage employment in a financial year, to a rural household whose members volunteer to do unskilled manual work. The Act also seeks to create durable assets and strengthen the livelihood resource base of the rural poor.

### 2. The 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. It should 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.

#### 2.1. IEC Strategy: 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 IEC strategy. Such an IEC 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 IEC 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.

In this strategy various activities are broadly categorized into:

### **2.1.1. Information Components**

This strategy has integrated various activities to generate information, processing and dissemination. Management of information related to MGNREGA need to be shared among different platforms for better effectiveness in programme management and cost effectiveness. Preparation of success stories, setting up a best practice documentation system, and dissemination strategy for success stories and good practices fall under this category.

### **2.1.2. Education Components**

Education is a process of learning through which a person gains knowledge and understanding of a subject. Capacity building activities at various levels of MGNREGA for better implementation of IEC activities have been envisaged and planned under this component. This includes the participatory activities involving the labourers, and various trainings imparted to them, as part of the grass root level activities.

### **2.1.3. Communication Components**

Communication activities pertain to the understanding of communication needs of the communities and developing various products carrying the key messages and disseminating those through appropriate channels of communication.

## **2.2. Communication need**

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.

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. 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.

### 2.3. Target audience

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

### 2.4. Key messages

Key messages are the vital ingredients of any IEC plan being implemented. Key messages are those messages designed as per the objectives mentioned in the IEC strategy. These may be the same for the whole programme period or may change in tune with the learnings grabbed during implementation. It is based on the key messages that various creative campaigns and BCC activities can be effectively planned and realised. Therefore, it is essential for an extensive social programme like MGNREGA to have its key messages in place.

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.

## **2.5. 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 IEC 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 IEC 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.

## **2.6. 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 IEC management.

## **2.7. Communication needs assessment**

Communication needs assessment helps the Ministry and the States to identify the communication needs of various target audiences, and also helps to identify the effective medium through which the messages can be disseminated, in order to reach the targets. Such studies also assess the impact of IEC strategy implemented so far. This will give more insight while designing Annual Action Plans for IEC.

Communication needs assessment can be taken up by the Ministry and the States, if necessary, once in every three years.

## **2.8. Impact Assessment of IEC Campaigns**

Periodic assessment of IEC campaign will help the Ministry to understand the efficacy of various messages used, relevance of various media and behaviors of different target groups, and modify the approaches and strategies wherever needed. The mass media efforts, interventions using mid media, and IPC based activities need to be assessed. Impact assessments can be done once in every three years, at a National level. State level evaluations if needed can be done separate, to assess a state level campaign or so. Random assessments for understanding the impact of a campaign at village level

can be done, whenever in need.

## **2.9. Branding and Positioning of MGNREGA as a service**

Branding of MGNREGA and marketing the brand will ease the IEC activities at the field level. A study done by All India Radio during 2008 shows that only 47% of the respondents could identify the MGNREGS by name. This shows the need of focused brand building activities at the grass root level

Simple, easy to understand, Indian brand name, supported with an attractive logo will help the branding process to a certain extend.

## **3. Levels of IEC Management: National/State/District/Block/GP**

Roles to be played at different levels are different, when it comes in terms of IEC management of MGNREGA. While at National level, policies and strategies are derived, and IEC management is being monitored, States implement the derived plan, and at the grass root level, functionaries and partners realize the activities envisaged under each plan.

### **3.1. Communication Management at various levels**

The broad responsibilities at various levels are mentioned below

#### **3.1.1. National level**

- a. Communication need assessment
- b. Developing key messages
- c. Development and upgrading of IEC/BCC strategy
- d. Developing visibility plan, branding strategy and indicative media buying plan.
- e. Developing Annual IEC plan (National and State level) and approving the same
- f. Monitoring the implementation of IEC plan (National and State level)
- g. Empanelment of creative agencies
- h. Sharing the guidelines for creative agencies with the States and monitoring
- i. Conceiving and implementing national level mass media campaigns
- j. Developing various IEC products based on key messages and sharing it with States
- k. Rolling out the grass root level versions of those campaigns
- l. Developing BCC products on a set of communication gaps assessed
- m. Probing the possibilities of convergence with GoI organisations like Song and Drama Division, DAVP, PIB, FPB, NYK, JSS, NLM, BNV etc for being partnered in IEC activities at State level and grass root levels. Developing an action plan for each department.
- n. Capacity building of States on IEC management
- o. Capacity building of States on how MGNREGA works address the vulnerability and protect the environment from the issues related to climate change, and how IEC activities can encourage the States taking up such works of MGNREGA.
- p. Best practice documentation and dissemination

#### **3.1.2. State level**

- a) Doing Communication need assessment (Only if necessary)
- b) Developing State specific key messages

- c) Developing the IEC plan as sharing it with the MoRD, and later implementing the approved plan.
- d) Empanelment of creative agencies, folk agencies etc based on guidelines of the Ministry
- e) Adaptation of IEC materials and BCC tools developed by the MoRD as part of the comprehensive IEC strategy
- f) Rolling out the grass root level campaigns
- g) Convergence activities with GoI organisations like Song and Drama Division, DAVP, PIB, FPB, NYK, JSS, NLM, BNV etc as per the action plan developed for each department.
- h) Capacity building of blocks and GPs on IEC management
- i) Monitoring and evaluation
- j) Best practice documentation and dissemination

### 3.1.3. District

- a) Understanding the district level priority messages, relevant media for dissemination and proposing the State to include these in the yearly IEC plan
- b) Implementing the IEC and BCC plan as shared by the State
- c) Identifying the areas where activities are to be done
- d) Monitoring the blocks for implementation of the plan
- e) Identifying best practices and sharing those

### 3.1.4. Block

- a) Understanding the block level priority messages, relevant media for dissemination and proposing the district to include these in the yearly IEC plan
- b) Implementing the IEC and BCC plan as shared by the State/District
- c) Identifying the areas where activities are to be done

### 3.1.5. GP

- a) Understanding the GP level priority messages, relevant media for dissemination and proposing the block/district to include these in the yearly IEC plan
- b) Implementing the IEC and BCC plan as shared by the State/District/Block
- c) Identifying the areas where activities are to be done
- d) Taking leadership and ownership to implement the programme
- e) Identifying best practices and sharing those

## 3.2. Media Advocacy Strategy

A media strategy is developed to tackle media as a channel for effective dissemination of information on MGNREGA. The strategy is placed as **Annexure 1**

## 3.3. IEC activities template

A template of IEC activities is prepared, which can be utilised at various levels, while IEC activities are rolled out. This is placed as **Annexure 2**

## 4. Linkages and Convergences for IEC

### 4.1. National

IEC activities of MGNREGA need to be leveraged with the help of other Ministries, departments and organizations having clout at the grass root levels (For eg. SSA, NRHM, ICDS etc). Strategies need to be developed with these organizations/Ministries, which can take the MGNREGA message to the community through their target audience and structured

activities. Also the services of I&B Units like DAVP, Song and Drama Division, FPB, PIB etc need to be utilized to carry MGNREGA messages to the grass roots.

#### 4.2. State

States need to follow up with the State level units of organizations which are tied up at the National level. Also, States can build up their own convergence activities with those organizations which have good base at the grass root level.

Convergence, in good spirits, is not a paid association. It's a mechanism by which we creatively use the other organizations channels for carrying our message, without bombarding them with more responsibilities.

### 5. Monitoring and Evaluation: Linkage of ICT and MIS with IEC

Mahatma Gandhi NREGA has a strong ICT (Information and Communication Technology) enabled Management Information System. All the data is available on the website; [www.mgnrega.nic.in](http://www.mgnrega.nic.in). To further increase transparency and the authenticity of data placed in public domain, the Ministry of Rural Development entered into an MOU with UIDAI to capture biometric database of all Mahatma Gandhi NREGA workers. Biometric enabled ICT based Mahatma Gandhi NREGA processes are being made operational. Geared towards real time capture of the processes involved in Mahatma Gandhi NREGS such as registration of demand for work, issue of dated receipt, allocation of work, attendance at worksite with GPS coordinates, measurement of work, wage payments, etc. this would be instrumental in reducing fake muster rolls, ghost workers, and in reducing delays in measurements and payments. The strong features of MIS and ICT will be brought into IEC activities also, to develop a monitoring and evaluation plan.

### 6. 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.

### 7. 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.



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

### Framework

#### 1) Objectives

- a. Using media as a tool to disseminate success stories of MGNREGA, across the country.
- b. Position MGNREGA as an effective programme helping the empowerment of rural mass of the country, through mass media.
- c. Developing and strengthening a system within MGNREGA to respond to media, than reacting to them.
- d. Design, organize, maintain and implement a cluster of journalists and use innovative methods to sensitize them on innovations, good practices and lessons learnt in MGNREGA implementation

#### 2) Activities to be initiated

- a. Updating the website in such a way that the journalists are getting useful resources for developing positive stories on MGNREGA (National and State). The website should also be equipped with good quality photographs, in Photo archive, to help media to use at any time
- b. Developing and maintaining a list of journalists, to whom regular updates are given by means of standard emails and SMS. (National, State and Block level)
- c. Strengthening the system by which the stories published by the media are received at State level and national level on a weekly basis. Stories of urgent nature on the same day itself (Convergence with I&PRD). Filing these stories electronically for future use.
- d. Constituting media awards for reporting on MGNREGA
  - i. Best report on MGNREGA in print
  - ii. Best report on MGNREGA in visual
  - iii. Best report on MGNREGA in radio format
  - iv. Best photograph on MGNREGA in print
  - v. Best videography on MGNREGA in visual
- e. Developing a stream of master trainers to impart training to journalists on a periodic basis. (National/State/District)
- f. Arranging regular exposure visits of journalists to different sites (National level and State level) on pre-identified themes and successes.
- g. Developing a band of job card holders who can speak on the positive impact of MGNREGA on their life.
- h. Utilising the Govt owned media and media agencies (PIB, FPB, DAVP, Song and Drama Division, Films Division etc) to impart messages on MGNREGA. This part will be dealt in detail in the knowledge/information dissemination part of the comprehensive IEC strategy

To achieve the objectives the following steps may be taken

#### 1) Media Strategy

- i. Review the existing Media strategy and develop a strengthened Media Strategy for MGNREGA
- ii. Develop and maintain an internal core team which give timely suggestions regarding the strategy and tactics to be adopted on various issues related to the activities involved by MGNREGA

## 2) Media Relations

- i. Develop good relations with media houses and media persons, by which good content on MGNREGA gets published, which will further help positioning of MGNREGA (National and State level)
- ii. Maintain a database of media persons at National and State level.
- iii. Maintain an address list of the above-mentioned media persons and email the newsletters and publications regularly to them. (Direct mailers)
- iv. Develop an e group on MGNREGA which will disseminate stories about the programme

## III) Training of Journalists

- i. National level training of journalists, and national level master trainers
- ii. Completing the training of state level master trainers and district level master trainers
- iii. State, district and block level training of journalists.
- iv. A list of trained journalists needs to be maintained by the MGNREGA. We should send regular updates to such trained journalists by means of newsletters, direct mailers, emails etc
- v. Development of a training module integrated with training plan for journalists.
- vi. Capacitating a stream of journalists up to Taluk level (where the real stories happen). Convergence with Press Clubs and Working journalists associations

## IV) Media Scan and Responding to media

- i. Nationally and at State level, we should scan all the media for possible news/stories on MGNREGA, and update those to the Ministry on a daily/weekly basis. Linkages with I&PRD to be strengthened in all the States.
- ii. Special focus should be given to vernacular media, and issues if any brought by such media should immediately brought to the notice of MGNREGA by the State. A point of communication for this purpose should be developed in the Ministry at National level and at the RD Departments at the State level.

- iii. Press cuttings shall be collected at the State level and National level. The same shall be made available in the website for future perusal.
- iv. A collection of the newspaper/magazine articles on MGNREGA can be published twice a year and also made available in the website
- v. Based on the reports published by the media, a prompt and prompt response should be done at National level and/or State level, whichever is applicable, on a case to case basis, through which policies and actions may be amplified, Govt response highlighted and contradiction (if necessary) be published.

#### V) Press Releases

- i. All the press releases issued need to be uploaded in the website (National and State level)

#### VI) Success Stories

- i. A guideline on Success stories need to be issued, which will help the stake holders to understand what a success story is, and how it is beneficial for the programme.
- ii. MoRD need to interact regularly with the States' system to identify success stories
- iii. Identified success stories need to be brought to the attention of various target groups as per the characteristics of the story.
- iv. Reporting success stories to the website of MGNREGA, various e forums, Newsletter etc are to be done
- v. Success stories which may happen in rural areas and being covered by media of less coverage has to be brought to the lime light by the Ministry for better coverage which will ensure positive replication.
- vi. The Ministry should identify minimum two success stories in a month and give coverage for such stories

#### VII) Media presence

- vii. The Ministry should ensure possible media presence of MGNREGA in prominent State and National level media
- viii. We should ensure the presence of at least one officer from MGNREGA in a development related programme in visual media, during every month.
- ix. The Ministry should encourage writings by the staff at National level and State level.

#### VIII) Developing Systems

- x. In order to inculcate a system in the MGNREGA system we have to have a proactive stand towards the PR activities. We should prepare a strategy and give necessary trainings to the State level/Dt level/GP level identified functionaries. BNVs need to be trained to identify best practices and bring it to the notice of media. Topics on “best practice identification and media” can be incorporated in the ongoing training module of BNVs
- xi. Build up a district and block-level roster of communications specialists and continually update the same in order to support state governments in their endeavor to implement the Act

#### IX) RD Journalists

- xii. The Ministry should maintain and share the list of RD Journalists at the National level and State level. All of them should be updated with the latest trends in the sector with special focus on MGNREGA, through emails, social networks and SMS
- xiii. The Ministry should work to arrange exposure visits of RD journalists to places where best practices are identified.

## Template for IEC Activities:

This template facilitates the selection of media tool(s) for disseminating various key messages to different target groups of MGNREGA. MoRD and States, while preparing the yearly IEC action plan, can use this template as a guideline.

No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
1)	Grass Root level Interventions	Interpersonal Communication methods to increase knowledge, generate demand, increase awareness about rights among rural communities	Various PRA techniques, games, pocket charts, FGDs, training programmes for grass root level stakeholders etc	6 months period initially	Lack of a persuading force for behaviour change at the village level. Lack of knowledge about the rights. Lack of knowledge about the types of works that can be taken up	Block level implementers, GP authorities, Job Card holders, SHG unit members, Adolescent school drop outs, beneficiary groups of various development projects implemented in GPs, Anganwadis	1) Refer para 2.4 of IEC strategy and mention which key message is being disseminated.	1) Can be implemented through BNVs, Literacy mission, JSS volunteers, NYK etc.	1) Monitoring wrt to reach of messages, service uptake and beneficiary satisfaction. 2) Done by GPs, implementing agencies. 3) Uptake monitoring by MoRD 4) BNVs can take up monitoring too	Activity plans need to be developed separately. Generally these include house visits, FGDs, games, corner meetings, rural innovations etc.	States. Campaign design, modules and BCC tools design by MoRD	To be budgeted by State.
No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost

2)	Poster	Demy/Four Colour/18.6 kg maplitho	As per the creative theme developed	As per need of the district	1) Refer para 2.2 of IEC strategy which has already identified key gaps 2) Any other State specific gaps 3) Visibility of the programme	Block level implementers, GP authorities, Job Card holders, SHG unit members, Adolescent school drop outs, beneficiary groups of various development projects implemented in GPs, Anganwadis	Refer para 2.4 of IEC strategy and mention which key message is being disseminated.	This will be used for information dissemination at the grass root level by the BNVs/agencies doing the grass root level interventions	Do		Design by MoRD Replication by States	Do
No	Tool	Specification	Type	Frequency/ No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
3)	Sticker	1/8 Demy/Sticker paper/four colour	As per the creative theme developed	As per need of the district	Do	Do	Do	Do	Do		Design by MoRD Replication by States	Do
4)	Leaflets	1/8 Demy/21 kg maplitho /four colour	As per the creative theme developed	As per need of the district	Do	Do	Do	Do	Do		Design by MoRD Replication by States	Do
5)	Flip Chart	¼ Demi/18 KG Foreign art card	As per the creative theme developed	As per need of the district	Do	Do	Do	Can be used during mothers' meeting in anganwadis. Theme specific Flip charts need to be developed. Linkages with other areas also	Do	BNVs to be trained on how to use a flip chart.	Design by MoRD Replication by States	Do

No	Tool	Specification	Type	Frequency/ No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
								need to be done, to maintain interest among the TG				
6)	Community Video shows	30min video followed by discussions and Q&A	Interactive method	Total 45 min duration/Total shows depends upon the coverage and size of the population. TO be shown in training programmes also.	Do	Do	Do	Do	Do		Production by MoRD Replication by States	Do
7)	Wall writing campaign state wide	Multicolour		As per need of the district	Do	Do	Do	Do	Do	Template to be made download able from website	Design by MoRD Replication by States	Do
8)	Hoardings	Multicolour		As per need of the district	Do	Do	Do	Do	Do	Template to be made download able from website	Design by MoRD Replication by States	Do
No	Tool	Specification	Type	Frequency/ No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
9)	Folk prg	22 min	Folk	As per need	Do	GP	Do	1) This will be	Do	GP	Master	Do

				of the district		authorities, Job Card holders, SHG unit members, Adolescent school drop outs, beneficiary groups of various development projects implemented in GPs, Anganwadis		used for information dissemination at the grass root level. Will be in an interactive mode 2) Local folk troupes and Song and drama division troupes can be deployed		President can inaugurate. Those folk forms which will influence the community only need to be selected. Training on the content to be given.	script by MoRD Replication by States	
10)	SMS	Text	SMS	Once in every week	Lack of awareness about jobs and list of works	Mobile phone subscribers	Informing about 100 days job and areas of work that can be taken up	Through BSNL and other private service providers	Through the service providers data	Effective single line to attract the mass to the campaign need to be given	States MoRD	Do
11)	Out Bound Dialers	Voice	Voice	Once in every week	Lack of awareness about jobs and list of works	Mobile phone subscribers	Informing about 100 days job and areas of work that can be taken up	1) Through BSNL and other private service providers. 2) Through BSNL landlines in	Through the service providers data	Effective single line to attract the mass to the campaign	States	Do



No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
12)	Website based campaign management	Using website as a tool for campaign management and information dissemination			Informing stake holders about the role of website in campaign management	All stake holders		Training materials, powerpoints, designs, templates etc can be disseminated to states using our website			MoRD States	
13)	Documentation	National level and state level text and photo documentation to be done									MoRD States	
14)	Social network	FB, YT and Twitter	Updates regularly	As and when needed	All updates to be given in these sites	All	About the programme and various development while implementation	Inputs from states also to be catered			MoRD States	
15)	Recognizing the best GP											
No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
16)	Capacity building programmes	National level State level Block level GP level	Interactive and participatory	As per the programme implementation plan	Imparting the guideline and training on grass root level campaign implementation	National level State level Block level GP level, and Beneficiaries	Different for different category of people trained.	1) Development of curriculum 2) Development of action plan 3) Development of designs	Monitoring to be done at all stages		MoRD States	

No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
17)	Press Release (English)	Not applicable	Electronic	As per the need	Press release based on a particular activity, development etc	1) General public 2) Opinion leaders 3) District authorities 4) Block authorities 5) Beneficiaries	1) Depends upon the background on which the press release is issued	1) Verify the media advocacy strategy document. 2) To the state level list of RD journalists	1) Media monitoring by PIB 2) Same to be done by States also through their I&PRD 3) Uploading of press cuttings in a link "Media Corner" in MGNREGA website		MoRD States	0
18)	Wall newspaper	Wall newspaper will be a State level newspaper which will be produced at	Demy size/Single Color	Monthly	Imparting of latest updates of the program and making the newsletter as a platform for	Rural population	New updates within the programme and as a tool for	Via district and GPs, to be pasted as specific areas of the GP including work sites, anganwadis,	Monitoring of feedback by the community to be done		MoRD States	

		State level leaving space for handwritten inputs from the GP level. This will			interaction.		gathering feedback from the community.	youth clubs etc				
be published monthly and pasted on the walls of GP, Block, Village, Village information office, work sites etc. This newspaper will give inputs regarding latest developments like wage hike or new works etc. The community can write in the space provided in the news paper, their opinion about the programme, grievances if any and their experience which will be a feedback for the authorities to better the implementation.												
No	Tool	Specification	Type	Frequency/ No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
19)	Information Board	Iron pipe and sheet/sticker		5 in a GP	To help the beneficiaries with messages	Beneficiaries	Logo, services given and details of the GP. Update with latest information	In various parts of the GP	Report from the Coordinator Photograph	Template will be given from MoRD. States to translate and adapt	States. Template by MoRD	
20)	Breaking of creative content	Based on the key message for each Target Group, creative content need to be prepared for each tool.	As per each TG, media, key message and tool	As and when needed	Creative content for all gaps	Creative content for all TGs	All the key messages need to be creatively reproduced	Based on the dissemination plan mentioned above	MoRD	Eol can be floated by UNDP to find creative agencies	UNDP	
21)	Print advt	Half page colour	Creative ad based on the theme	Need to be decided as per the key message, budget provision and need of the	Identify which gap is to be addressed through this advt. Refer para 2.2 of IEC strategy which has	Refer para 2.3 of IEC strategy and mention which group is being targeted with this message	Refer para 2.4 of IEC strategy and mention which key message is being disseminated.	1) Release by MoRD in national dailies. 2) Template to be shared with states for	1) Filing of published advts 2) Analysing the uptake from MIS data	Mass Media	MoRD	Total amount earmarked for mass media (TV, print and

				medium.	already identified key gaps	though this medium.		adaptation and release in their language 3) If initiated and released by States, ensure the colour schemes and brand image is maintained.				radio) shall not exceed 30% of the total amount earmarked for IEC activities in a FY.
22)	TV Advt	20/10/5 Sec versions	Creative ad based on the theme	Need to be decided as per the key message, budget provision and need of the medium.	Identify which gap is to be addressed through this advt. Refer para 2.2 of IEC strategy which has already identified key gaps	Refer para 2.3 of IEC strategy and mention which group is being targeted with this message though this medium.	Refer para 2.4 of IEC strategy and mention which key message is being disseminated.	1) Release by MoRD in national channels. The media plan will be shared with the States 2) Video to be shared with states for translation and release in their language and use in Community Video Shows 3) If initiated and released by States, ensure the brand image is	1) Ensuring the spots are carried as per the plan (National/ State) 2) Analysing the uptake from MIS data	Mass Media	MoRD	Total amount earmarked for mass media (TV, print and radio) shall not exceed 30% of the total amount earmarked for IEC activities in a FY. No spots shall be released in sponsored

								maintained.				program mes.
No	Tool	Specification	Type	Frequency/ No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
23)	Radio capsules	30/20/10 sec versions	Creative ad based on the same theme	Need to be decided as per the key message, budget provision and need of the medium.	Identify which gap is to be addressed through this advt. Refer para 2.2 of IEC strategy which has already identified key gaps	Refer para 2.3 of IEC strategy and mention which group is being targeted with this message through this medium.	Refer para 2.4 of IEC strategy and mention which key message is being disseminated.	<ol style="list-style-type: none"> <li>1) Release by MoRD at national level. The media plan will be shared with the States</li> <li>2) States can contact their local AIR station and replace the spots with their local language.</li> <li>3) If initiated and released by States, ensure the colour schemes and brand image is maintained.</li> </ol>	<ol style="list-style-type: none"> <li>1) Ensuring the spots are carried as per the plan (National/ State)</li> <li>2) Analysing the uptake from MIS data</li> </ol>	Mass Media	MoRD States	Total amount earmarked for mass media (TV, print and radio) shall not exceed 30% of the total amount earmarked for IEC activities in a FY.
24)	Classified advt by States in news papers	10-13 words	Text	Weekly once. Five to ten insertions	Identify which gap is to be addressed through this advt. Refer	Rural readers	Refer para 2.4 of IEC strategy and mention which key	<ol style="list-style-type: none"> <li>1) To be done by States in their language</li> <li>2) No need in</li> </ol>	<ol style="list-style-type: none"> <li>1) Filing of published advts</li> <li>2) Analysing the</li> </ol>	Mass Media Cost effective. Can have	MoRD, Adaptation by States	Total amount earmarked for mass

					para 2.2 of IEC strategy which has already identified key gaps		message is being disseminated.	3) To be carried in job opportunity page. 4) Only district wise release	uptake from MIS data	multiple releases.		media (TV, print and radio) shall not exceed 30% of the total amount earmarked for IEC activities in a FY.
No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
25)	Discussions in TV esp DD	22 min	Video	Once in a month	Various aspects of MGNREGA. State specific issues	Rural viewers	1) Impact of MGNREGA 2) Interaction with beneficiaries 3) Profiles of beneficiaries	1) To be done by States in their language 2) Advocacy with DD needed 3) Getting a copy and sharing in youtube 4) Use the CD for community Video Shows	1) Analysing the uptake from MIS data	Mass Media	States, MoRD	Free of cost
No	Tool	Specification	Type	Frequency/No	Gap to be addressed	Target Group	General Content	Dissemination	Monitoring	Remarks	Responsibility	Cost
26)	Discussions in radio	25 min	Audio	Twice in a month	Various aspects of MGNREGA.	Rural listeners	1) Impact of MGNREGA	1) To be done by States in their	Analysing the uptake from MIS data	In rural programmes and	States MoRD	Total amount earmark

					State specific issues		2) Interaction with beneficiaries 3) Profiles of beneficiaries	2) language Advocacy with AIR needed		job related slot		ed for mass media (TV, print and radio) shall not exceed 30% of the total amount earmarked for IEC activities in a FY.

Steps to develop creatives for each key message.

- 1) Development of a creative brief
- 2) Finding a good creative agency to break the content and suggest creative approach
- 3) Finalizing the contents and designs given by the agency
- 4) Production, sharing of templates to states and campaign implementation