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5.6 Release of Rs.25.00 lakhs to five DRDAs for under taking IEC activities

F No. J-15015/5/99-IEC Dated : 20.12.1999

To
The Secretary
Department of Rural Development
Govt. of Tamil Nadu, Fort St. George
Chennai - 600 009

Sub : Release of grants to DRDAs for undertaking IEC activities

Sir,

As you are aware that the willing participation of the people in the development process is pre requisite to the realization of the objectives of the various programmes aimed at Rural Development. The lack of awareness has been felt to be one of the major stumbling block responsible for the lack of people's participation in the development process.

In order to bridge the communication gap and provide adequate communication support to the different programmes of Rural Development. The Ministry has been making concerned efforts to create awareness and disseminate information particularly to the target groups through most of the available modes of communication such as audio visual media, print media, outdoor media and field level communication campaigns.

Considering the magnitude of the task of reaching out to nearly one third of the populations living below the poverty line in rural areas, their geographical spread and diversities, the objective of well informed target groups could only be achieved through concerted efforts at different level with maximum involvement of people at grassroots. There is a urgent need to undertake awareness generation activities in a decentralized manner. However, it is crucial ensure synergy and convergence in the IEC activities undertaken at different levels i.e at the level of Centre, States and Districts.

Being the implementing agencies for various rural development programmes in the field. DRDAs are most suited to assess the communication needs of different programmes in their areas and take steps to meet the same. During the project Director's Conference in July, 1999, the Project Director's for different States had also evinced keen interest in undertaking IEC activities to generate awareness about different programmes of the Ministry. It has therefore been decided to make available assistance (a) Rs.5.00 lakhs per DRDA to DRDAs in a phased manner in different state for undertaking IEC activities.

A copy of financial sanction of even number dated the 20th December, 1999 indicating the names of DRDAs in your State who have been selected for providing grants to the tune of Rs.5.00 lakh per DRDA is enclosed. A copy of the guidelines framed by the Ministry for utilization of funds by DRDAs may be asked to take active interest in undertaking IEC activities. For any clarifications, the DRDA may get in touch with the undersigned.

SADHANA ROUT
DIRECTOR (IEC)
MINISTRY OF RURAL DEVELOPMENT
GOVERNMENT OF INDIA

Encl:- As above

IEC ACTIVITIES - GUIDELINES FOR THE DRDAs

1. Information, Education and Communication (IEC) activities form an integral part of a development programme in view of their vital role. More often than not being the critical element, they contribute to the success of the concern programme. Surprising as it may seem, it has been noticed that quite often the simple and inexpensive interventions yield the most startling results. Also the human resources involved in these activities are much more important than the monetary inputs.

2. As such, the IEC activities are Central to Rural development programmes being carried out by the Ministry of Rural development at such an enormous scale unheard of perhaps anywhere else. The Ministry is firmly of the opinion that the IEC activities could and should play a vital role in mobilizing people through advice advocacy and ensuring their willing participation in the programmes by the process of creating awareness using effective communication channels and techniques. Task ahead is not easy because of the regional linguistic and cultural diversity and vast geographical spread of the beneficiary groups targeted in the programmes. However, in this connection, a new media approach has to be revised to reach the Rural people by using the idiom by understanding and generally sticking to traditional folk forms they are familiar with. Full use of the resource and local talent will not only create proper atmosphere conducive for the involvement of the people, but will also make the desired impact in a cost-effective manner. Hence, the emphasis should be on the maximum possible use of local talent, locally available resource and folk media.

3. The Ministry is also of the view that DRDAs being the implementing Agencies at the grassroots level are ideally placed to assess the communication needs of the different programmes as well as to analyze the factors relating to prevalent norms, attitudes, practices and behavioral patterns of the target groups which may be acting as a deterrent in willing participation of the people in the development process. Based on such need assessment and review of media activities so far undertaken by them, appropriate area and programme specific IEC interventions could be devised by DRDAs tapping the local level resources.

4. The Ministry feels that optimum feasible use of the capacities of the Central Government Media units such as regional Kendras of All India Radio and Doordarshan, Directorate of field publicity, Press information Bureau alongside State level media be made. In this regard, liaison with the nearby AIR and Doordarshan Kendras and District Information officer of the state information Department should prove fruitful. Sensitization of the media at district level to various issues of Rural Development is also desirable. Proactive efforts should be made to seek media exposure for Rural Development programmes.

5. Priority should be given to interpersonal and traditional modes of communication utilizing cultural troupes, folk media and popular shows in the field – based programmes and Directorate of Field Publicity in this regard would pay great dividends.

6. Presently pamphlets, posters and other printed publicity material including copies of guidelines of various programmes / schemes are being supplied by the Ministry in English, Hindi and in many cases in regional languages through DAVP. A portion of the funds not exceeding 50% of the allocation for the IEC activities may be used to fill in the critical gaps including translation and printing in local language. Printing work may be got done at the rates approved by the state Government or as per provisions of the state general financial rules and as far as possible through individuals who have been beneficiaries of various programmes of Rural Development.

7. Funds may be utilized for organizing workshops/short camps and also film shows as a part of awareness generation campaigns. While a film show should normally be accompanied by some discussion/interaction between a functionary of the DRDA and the community, a workshop or short camp be organized for specific target groups, such as, self-help groups, elected representatives, village opinion leaders, social workers, Women's groups etc. No TA/DA should be paid for participation in a workshop / short camp.

8. Local cultural troupes / folk artistes may be engaged for hooding performances and cultural

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programmes on Rural Development Schemes during fairs, festival etc. as a part of the IEC activities. Actual cost and performance charges may be met from the sanctioned funds, but the rates should not exceed those prescribed for cultural troupes by the State Government. Audio cassettes of folk songs, skids etc., may also be produced preferably in consultation with the local station Director of AIR for distribution to panchayats having facilities for play back in case of local demand. No formal sponsoring of radio programmes and production and broadcast of audio-spots should be undertaken without the formal approval of the ministry.

9. IEC funds may be utilized for producing short video films on success stories in U-matic High Band format for telecast by Doordarshan or private TV companies. Commissioning of such films should be done in consultation with the station director of local Doordarshan Kendra as well as for its approval / acceptance. Information-oriented short films in local dialects for awareness creation or films documenting the awareness creation efforts may also be got made out of these funds. The scripts of such films should be finalized by the Project Director personally.

10. If feasible, DRDAs may take up production of audio visual presentation of success stories, appropriate technologies and technological options relating to rural development with the help of institutions, voluntary bodies and individuals associated with true rural development activities.

11. The Ministry is of the view that not more than 50% of the funds provided for the IEC activities should be used for any one kind of activities such as printing of publicity material, launching of field-based programmes or mounting of multi-media campaigns.

12. The grant is towards the plan expenditure and a maximum of Rs.5.00 lakhs per DRDA could be released to DRDA during a financial year in one or two instalments for undertaking awareness generation activities in the district.

13. The funds will not be spent on any other activity not covered under the guidelines. No funds will be admissible either toward the purchase of equipment such as video camera, TV sets, VCRs, generators etc. or for the repair and maintenance of existing assets.

14. A quarterly progress report indicating the details of IEC activities undertaken along with copies of IEC material produced and utilization of funds would be submitted Director (IEC), Ministry of Rural Development.

15. The expenditure will be subject to audit by the concerned Auditor General.

R.P.SHARMA
UNDER SECRETARY
GOVERNMENT OF INDIA