

## **H. COMMUNICATIONS**

1. The project has developed project strategy and action plan consistent with the project strategy and long-term direction. The communication component will constantly communicate with all project stakeholders the non-negotiable principles, project approaches and project key guidelines.

### **H.1 Objectives**

2. The objectives of communication component in the project are:
- To reach and ensure the participation of the poorest of the poor in the project
  - To build capacities of the stake holders to facilitate information exchange.
  - To enable all the stakeholders to take right decisions based on the reflections from the communities
  - To develop a sustainable effective communication system between the stakeholders and to transform local institutions as participatory learning organizations

### **H.2 Strategy**

3. Various ideas emerged in the identification of the communication strategy through the pilot study. These have been incorporated in a comprehensive communication strategy to ensure free flow of information between stakeholders, state, district and grass roots units and hence facilitate working in partnership with each other to meet the project goals.

4. The communication strategy of Vazhdhu Kaatuvom Project would:
- Facilitate the information exchange between the stakeholders
  - Build the capacities of village level institutions
  - Ensure the participation of the poorest of the poor and target audience
  - Encourage an integration between the stakeholders & services
  - Instill in the minds of the stakeholders that they are partners and have equal say in the development process
  - Strengthen existing community reporting system to remain an effective and sustainable system
  - Help bringing in transparency and accountability
5. The Strategy focuses on two components:
- Attitudinal & behavioral change communication (ABC)
  - Information Dissemination & Reporting Systems (IDRS)

6. ABC aims at motivating and empowering the poor to participate in their own development especially through interpersonal and interactive communications.

7. The objectives of ABC are:

- To bring behavioural changes by raising awareness, sensitisation towards issues & needs and identifying and helping overcome the community barriers.
- To motivate the poor and poorest of the poor through team building, goal determination and action
- To facilitate project opportunities for learning and effective utilization of all the project resources.
- To promote responsible behaviour and to create an effective community reporting system. (access to information & services)

8. **Information Dissemination & Reporting systems (IDRS):** The emphasis is on access to information & reporting systems, which would facilitate free flow of information within and outside the project. This will help disseminate, share and highlight the following:

- Community experiences & innovations
- Project Objectives, Vision, Processes, Components
- Project achievements and successful/ failures

9. State, District and PFTs (Project Facilitators Team) will disseminate project information to the external stakeholders about the project. This has to be planned systematically so that the project speaks in one voice to different stakeholders.

10. The work plan includes the following:

- Generating field level reports with the help of the PFT on a monthly basis. Every component will get reflected in this report. Successes, failures and best practices and practitioners will be profiled.
- A district leanings could be disseminated by SPMU by using appropriate media
- Existing government magazine can be used initially at the state level to disseminate these field level stories but eventually a state level newsletter can be brought out, once a quarter.
- These field level best practices will find place in a media kit to be shared with local and state level media, both print and TV.
- Operational manuals will be developed with involvement of other components
- Qualitative and quantitative data will be reflected in the project website for transparency and fulfilling the norms of “right to information”.

### H.3 Communication Flow

11. The various information and communication flows, which need to be facilitated utilizing the communication strategy, plan and activities, are mentioned below:

- Project to Community and vice-versa
- Community to Community
- Project to Project
- Project to Resource agencies/teams/persons to – community and vice-versa
- Resource agency/teams/persons – resource agencies/teams/persons
- Project to policy makers and vice-versa

### H.4. Need for Communication

12. Communication is needed to disseminate the project Information among the stakeholders and get their feedback on understanding of the project (flow and exchange need – both internal and external exchange of information)

- a. **Internal flow** – management information systems, reporting requirements, dissemination of best practices, functional requirements, cross learning, information exchanges and others;
- b. **Convergence with capacity**-building and monitoring & learning activities especially in terms of sharing resources, material and feedback mechanisms and feedback obtained; and
- c. **External flow** – related to the transparency and accountability requirements, reporting requirements, dissemination of the project results/processes, policy advocacy.

13. **Capacity building requirements** – building the capacities of the project functionaries, target poor, poorest, vulnerable, disabled, youth, other support agencies and individuals for achieving the required outcomes.

14. Enabling the stakeholders at the community level

- Village Panchayat
- Village Poverty Reduction Committee, Sub committees and Social Audit Committee.
- SHGs- women, youth, disabled and vulnerable
- SHG Federations
- EAG and
- EAG Federations

15. Awareness campaigns and sensitization requirements –
- The project will require sensitizing various stakeholders on issues of concern for the rural poor related to gender, vulnerability, livelihood enhancement, rights and entitlements. This will be targeted to the various stakeholders;
  - Each set of stakeholders have to be clear about their respective roles and responsibilities and those of other entities within the project;
  - Each stakeholder have to internalize the project objectives, CDD approach and strength / benefits of teamwork; and
  - A strong sense of monitoring and learning among all stakeholders, especially the VPRCs and other implementing entities, has to be inculcated such that all learning and feedback is used for making better and more-informed decisions.
16. To identify communication needs within their community and address the same in the most efficient and effective manner.

## H.5 Implementation Arrangements

17. The implementation arrangement for the communication strategy and action plan is summarized in Table 8.1.

**Table 8.1 Implementation Arrangements for Communication Strategy and Action Plan**

Institutional Level	Key Communication Tasks	By Whom
State Level	<ul style="list-style-type: none"> <li>• Developing communication strategy for the project</li> <li>• Designing and preparing communication materials based on COM</li> <li>• Identify communication traces in the villages and use in project communication</li> <li>• Collecting feedback and learning from the field and revising communication strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Specialized agencies as and when needed</li> <li>• Facilitated and supervised by Communication Specialist, in SPMU</li> </ul>
District Level	<ul style="list-style-type: none"> <li>• Organizing district level communication campaigns</li> <li>• Training district level trainers drawn from existing cultural troupes</li> <li>• Co-ordinate the activities of district level trainers in communication</li> <li>• Documenting and disseminating key learning from project implementation</li> <li>• Participatory communication need analysis</li> <li>• Evaluating effectiveness of communication activities</li> </ul>	<ul style="list-style-type: none"> <li>• Asst. Project Manger, Capacity Building and Communication</li> <li>• District level Trainers</li> </ul>
Cluster Level	<ul style="list-style-type: none"> <li>• Identifying community level cultural troupes</li> <li>• Training cultural troupes utilizing district level trainers</li> <li>• Training community reporters (if needed)</li> <li>• Organizing communication campaigns on key project principles and spreading thematic messages at various stages of village development cycle</li> </ul>	<ul style="list-style-type: none"> <li>• Team Leader, PFT</li> <li>• Cultural troupes at cluster level</li> </ul>
Panchayat Level	<ul style="list-style-type: none"> <li>• Spreading project principles and non-negotiables</li> <li>• Conducting thematic campaigns</li> <li>• Documenting Panchayat level key learning</li> </ul>	<ul style="list-style-type: none"> <li>• VPRC</li> </ul>

18. Project Facilitation Team (PFT): The PFT would play a pivotal role in the communication strategy implementation. The team leader will be responsible for communication activities.

19. Roles & responsibilities of PFT staff members:

- Preparation and execution of action plan for communication at PFT level
- Monitoring the communication activities at PFT level
- Sharing the learning with in the project and community members
- Launching the project at PFT level
- Orienting the multi stakeholders at PFT level (Line departments, Elected representative's viz., Panchayat Presidents, Ward members, PLF, NGOs, Institutions, Resource Agencies, and media persons)
- Launching the project at Panchayat level
- Orienting the multi stakeholders at GP level (Anganwadi worker, VAO, VHN, NGO representatives, School Teachers, Arivoli Valarkalvi Co-coordinators, Makkal Nalappaniyaalar)
- Sensitizing the community members and CBOs
- Facilitating documentation at the village level by the community itself.

20. The key responsibility of PFT would be formation and strengthening of village level institutions. The PFT is accountable to the District Project Management Unit and communities and constant feedback from both would ensure the effective functioning of each PFT.

21. Sharing of best practices between districts will be effected through the Communication materials developed.

22. The communication material, whether video, audio or print, would either be developed by the state unit or obtained from various projects, govt. departments, resource agencies and made available to the PLFs. Besides, the State Project Management Unit would provide all the needed communication support like VCDs, Posters, Handbills, stickers, hoardings, spot films on various areas such as poverty and gender related issues, discrimination, human rights and social development.

23. Roles & responsibilities of District staff members:

- Preparation and execution of action plan for communication at district level
- Monitoring the communication activities at district level
- Sharing the learning with the state unit, inter and intra district
- Launching the project at district and block level
- Orient the multi stakeholders at district level (Line departments, Elected representative's viz., MPs, MLAs, NGOs, Institutions, Resource Agencies, and media persons)

- Facilitate the PFT, VPRC and other CBOs in the project for the communication strategy implementation
- Facilitating documentation at the village level by the community itself
- Arranging press meets and field tours for press representatives – At the district level periodically to disseminate the information on project approach.
- Periodical release of the progress reports to appraise the achievements of the project
- Updating web based information on the progress and management information system data.
- Periodical release of Annual reports, case studies.
- Preparation of Progress calendars and other boards indicating progress at the village level PFT level and District level.
- Publishing articles in Tamil and English mainstream media.
- Documenting the project activities at District level

24. **Media Matrix:** The operational details of the communication strategy are summarized in a Media Matrix and is given in Table 8.2.

**Table 8.2 Media Matrix**

**A. Overall Communication Operational Plan Matrix**

Sl. No.	Stake holders	Communication Need	Message	Potential Media/activity	Responsibility
1	Multi stakeholders, Institutions, Resource Agencies	About the project	Project Goals, vision Objectives, Budget, Process, Timeline, Project Cycle, Outcomes, Results, Key Principles and Non Negotiables	Project Launch workshop at State level, Presentations, Pamphlets, Brochures, Video short film on Project vision and non-negotiables,	Project Director & SPMU
2	District Collector and multi stakeholders at district level	About the project	Project Goals, vision Objectives, Budget, Process, Timeline, Project Cycle, Outcomes, Results, Key Principles and Non Negotiables	Project Launch workshop at district level, Presentations, Pamphlets, Brochures, Video short film on project vision and non-negotiables,	SPMU and DPMUs
3	Elected representatives MPs, MLAs, NGOs and media persons	Strategic Communication with other stakeholders	Soliciting support and cooperation	District Level Workshop, Presentations, Video short film on Project vision and non-negotiables, brochures, radio programmes.	DPMUs
4	Elected representatives viz., GP Presidents, NGOs and CBOs	Strategic Communication with other stakeholders	Soliciting support and cooperation, guidelines to join in Vazhndhu Kaatuvom	Block Level Workshop, Presentations, Video short film on Project vision and non-negotiables, , brochures, radio and cable TV network	DPMUs, PFTs
5	PLF and SHGs (women and youth)	Initial activities	Project Goals, Objectives, Key Principles and Non Negotiable	Meetings Traditional media, street theatre, Pamphlets, Video short films on Project Vision	DPMUs, PFTs
5	All the community	Initial activities	Project Goals, Objectives, Key	Meetings, Posters on project non negotiables, Wall paintings,	DPMUs, PFTs

Sl. No.	Stake holders	Communication Need	Message	Potential Media/activity	Responsibility
	members in Panchayat		Principles and Non Negotiables	Traditional media, street theatre, Pamphlets, stickers on project non negotiables, Video short films on Project Vision, radio and local cable TV network	
6	All the community members in Panchayats	Before conducting Grama sabha	Importance of participation in Grama sabha, venue date and time, getting approval for VKP from community	Meetings, Local cable TV network	VP and PFTs
7	GP Presidents who are all passed resolution to join in VKP, PLF representatives and PIP team	Before starting VKP initial activities	Initial activities 1. Initial communication campaign 2. PIP process 3. VPRC Constitution 4. SHGs formation	Workshops, Meetings, Video short film on actual conduction of PIP, Video film on formation of VPRC	DPMUs, PFTs
8	All the community members in Panchayats	Before conducting of PIP	Importance of participation, venue date and time of PIP,	Posters, Bulletin Board, Pamphlets, radio and cable TV network	VP and PFTs
9	All the community members in Panchayats	PIP list presentation	Transparency and accountability	Bulletin Board, charts, local cable TV network	VP and PFTs
10	Target population	Initial formation of SHGs Strengthening of existing SHGs.	Strength in unity/groups	Posters on SHG formation, Stickers on SHGs formation Traditional media, street theatre flash cards, Pamphlets, Video short films on SHG formation and short films on gender issues radio and cable TV network	VP and PFTs
11	All the community members in Panchayats and target population	Forming and strengthening of Village Poverty Reduction Committee. Sub Committees, Social Audit Committee	Importance, Functions of VPRC, members selection and election process, roles and responsibilities, Transparency and accountability needs during the formation of VPRC	Posters, Pamphlets on VPRC formation, radio and local cable TV network	VP and PFTs
12	VPRC	VPRC Fund guidelines	About milestones, no. of instalments and fund flow	Meetings, Charts, Brochures on VPRC fund guidelines	PFT & DPMU
13	VP Representatives	VP Incentive fund	Criteria, Budget, Schedule, Processes and Objectives	Meetings, Charts, Video short Films, Progress Sheets and Presentations	PFT & DPMU
14	Poorest and poor, Service providers Other technical and support staff, project functionaries, PFTs	Livelihood Sectors	Intervention and gaps in the present livelihoods, technological improvements, best practices, present trends, Competitiveness	Meetings, Presentations, Short films, brochures, booklets, cultural performances, radio and cable TV network	DPMUs and PFTs with the help of livelihood resource agencies

Sl. No.	Stake holders	Communication Need	Message	Potential Media/activity	Responsibility
15	To all stakeholders including the target poor and Go TN	Dissemination of project progress and achievements	Progress reports, MIS data, key outcomes and results	Case Studies, Annual Reports, Progress reports, press notes, short films, brochures, web based data, radio and TV	SPMU and DPMU, PFTs
16	Poorest and poor, Service providers, Other technical and support staff, project functionaries, PFTs	VPRC plan and Sub Project Proposals	Proposal requirements, appraisal requirements, planning for interventions	Meetings, Presentations and brochures	DPMU and PFT.
17	Poor, Poorest, Vulnerable, and others in the villages	Awareness campaigns and sensitisation	Issues of concern for poor, like gender issues, disabled and vulnerable issues, tribal issues, livelihood issues	Cultural performances Banners, charts, exhibits, brochures, short films, hand bills, posters, cinema slides	VPRC, PFTs and DPMUs.
18	Tribal families and groups	Awareness campaigns and sensitisation	All the aspects of the project with special focus on tribal development	Based on the tribal specific participatory communication needs assessment, communications strategy, tools, processes will be designed together with tribal community	VPRC, PFTs
19	Disabled	Awareness campaigns and sensitisation	All the aspects of the project with special focus on disabled welfare.	Based on the disables specific participatory communication needs assessment, communications strategy, tools, processes will be designed together with tribal community	VPRC, tribal VPRC and PFTs
20	Most vulnerable	Specific communication aimed at most vulnerable	All the aspects of the project with special focus on most vulnerable.	Based on the Vulnerable specific participatory communication needs assessment, communications strategy, tools, processes will be designed together with tribal community	VPRC & PFT
21	Multi stakeholders, Resource agencies, Institutions	Specific functional requirements	Related to Institutional Building, Micro finance, Convergence	Charts, Pamphlets, Brochures, Short documents, Video short films, Presentations	State & DPMUs,
22	All stakeholders	Capacity Building support	All functional areas	All media options including documents and manuals	Communication professionals and other functional heads
23	Target population	EAG formation and strengthening	Importance of EAGs, functions, partnerships	Through SGH Meetings, Pamphlets	VPRC and PFTs and DPMUs.
24	Target population	Skill development	Importance skill development	Through SGH Meetings, Pamphlets	VPRC and PFTs and DPMUs.
25	All community members in Panchayat	Community Procurement	Transparency and accountability arrangements in community procurement	Display and notice board, annual reports, handbills.	VPRC
26	All stakeholders	Learning	Learning from similar	Traditional media, street	



Sl. No.	Stake holders	Communication Need	Message	Potential Media/activity	Responsibility
			projects and with in the project	theatre, Pamphlets, Brochures, Video short films, radio and cable TV network, Presentations	VPRC, PFTs DPMUs and SPMU.
27	External agencies Tamil NRIs, Financial Institutions and Funding agencies	Mobilization of external resources	Proposals, Progress of the project, Potential funding sites & experiments, About the project, Annual reports and other statements	Web media, Documents ,Case studies, annual reports, presentations, brochures, calendars and others	State level functionary with the support of Resource agency

## B. Communication Operational Plan Matrix for livelihood

No	Stake holders	Communication Need	Message	Potential Media/activity	Responsibility
1	Village level	Participatory identification of resources	Need for realizing the available human & material resources	Meetings, hand bills, stickers	DPMU PFT
2	POP, Service providers, PFTs Technical and support staff, project functionaries	Livelihood Sectors	Intervention and gaps in the present livelihood, best practices, Current trends, Competitiveness Technological improvements	Meetings, Short films, brochures, Presentations, booklets, radio and cable TV network cultural shows	DPMU PFT Other livelihood resource agencies
3	Poorest and poor, Service providers, PFTs technical and support staff, project staff,	VPRC plan and Sub Project Proposals	Proposal requirements, appraisal requirements, planning for interventions	Meetings, video short films and brochures	DPMU PFT.
4	Target population	Formation & strengthening of EAGs	Importance of EAGs, functions, partnerships	Meetings, hand bills, stickers	VPRC, PFT DPMU
5	EAG	Technical know-how	Explaining various technologies	Video short films, booklets	SPMU, DPMU PFT
6	EAG and federations	Market information	Sharing the trend scenario regarding price, demand	Meetings, circular Letters	
7	Target population	Skill development	Skills promotion (Soft & Hard Skills)	Pamphlets, Brochures, flash cards and video short films	VPRC PFT DPMU.
8	EAG and federations	Partners	Various livelihood partners their area of specialization	Pamphlets, Brochures,	VPRC, PFT DPMU.
9	EAG and federations	Trade fairs exhibitions	Importance and participation	Meetings, Pamphlets	PFTs DPMU
10	EAG and federations	Value addition	Various value addition methodologies	Pamphlets, Brochures, flash cards and video short films	PFTs and DPMUs.
11	EAG and federations	Trade mark, patent rights	Importance of Trade mark, patent rights	Meetings, Pamphlets, Brochures, flash cards	PFTs and DPMUs.

No	Stake holders	Communication Need	Message	Potential Media/activity	Responsibility
12	EAG and federations	Environmental management framework	E1, E2, E3 list and importance	Meetings, Pamphlets, Brochures, flash cards	PFT DPMU
13	EAG and federations	Best practices	Best livelihood practices	Meetings, Pamphlets, Brochures, video short films	PFT DPMU.

### C. Communication Operational Plan Matrix for Community Procurement

No	Stakeholders	Objective	Description	Media	Responsibility
1	DPMU, PFT, VPRC, Sub-committees	To understand the community procurement guidelines	Concept & principles of Community Procurement, Creating rate banks Procurement procedures & steps, Roles & Responsibilities of each stakeholder, Thresholds & procurement formats	Manual, Drama, Charts	DPMU PFT
2	Village Community	To understand community procurement System & bring Transparency	Awareness on Community procurement & Procurement Procedures, Motivation	Drama, charts, video films Stickers	DPMU PFT/GPVPRC

### D. Communication Operational Plan Matrix on Micro Finance

No	Stake Holders	Objective	Description	Media	Responsibility
1	DPMU PFT	Orientation on MF & related Information	Objectives of Vazhdhu Kaatuvom Project, Concepts, Identification of the target poor, SHG – concepts, need, Management of finance, records, Governance, Meetings, Job Rotation for collective learning, Participation & Representation in other association/Federation Capacity building of SHGs Bank linkages, Convergence with other development programs, Strengthening PLF to be a Effective Service Unit	Training manuals Booklets Pamphlets Cassettes, CDs songs about SHGs Skit, Role-plays	MFS CS CBAs
2	SHG members	Orientation about the SHG Concepts & Federations	Strength of unity, Importance & need for federations, governance, Different levels and types	Charts, Stickers Training manuals Booklets, Pamphlets Cassettes, CDs Skit, Role-plays	VPRC, GP, DPMU, SPMU
3	Bankers	Orientation on Vazhdhu Kaatuvom Project	About the project Linkages, lending patterns, emphasis on poorest of the poor, simple procedures, project linkages With credit rating methodologies seed money concept	Training manuals Booklets Pamphlets Cassettes, CDs songs about SHGs Skit, Role-plays	VPRC, GP, DPMU, SPMU
4	VPRC SHG members	Social Mobilization Financial Exposure	Mobilization of SHGs, Funds related to micro finance issues, Role of SHGs and federations into Vazhdhu Kaatuvom	Charts, Stickers Training manuals Booklets, Pamphlets Cassettes, CDs Skit, Role-plays	VPRC, GP, DPMU, SPMU

## E. Communication Operational Plan Matrix for Disability Sector

No	Stake Holders	Objective	Description of the Communication	Media	Responsibility
1	State Team, Govt. Depts, Devt. agencies	To disseminate information on disability & Vulnerability, project components and its implementation strategy.	Brief version of disability strategy disability plans	Multi colour brochure	
2	Special facilitators	To provide appropriate supportive information regarding induction and functional model inputs	Topics highlighted in disability manual.	Multi colour annual	DVS & CS
3	VPRC, disabled and community members	To sensitize the stakeholders on disability issues and how Vazhdhu Kaatuvom project address their key issues at village level.	Issues of disabled persons; VPRC constitution Special funds & Livelihood fund	Three page brochure	DVS & CS
4	VPRC, vulnerable & Community Members	To sensitise the stakeholders on vulnerability issues and how Vazhdhu Kaatuvom project address their key issues at community level.	Who are vulnerable?	Three page brochure Posters	DVS & CS
5	SHG members	To sensitise disability issues through self reflection and group action	10 to 15 key issues	Flip charts to use for small groups	DVS & CS
6	General public	To sensitise the community on disability and related issues	Discrimination, isolation and non recognition of their abilities and right to equal opportunity etc	Cine clips on disability issues, Songs on Disability Making documentary movie	DVS & CS

25. **Media Themes:** The project will use media themes as evolved based on the filed level interaction and discussion with community as indicated in Table 8.3.

**Table 8.3 Media Themes**

No	Media/Methods	Theme
1	Video Short film 8 mins.	Community Mobilization and PIP process
3	Posters	<b>Project non negotiables</b> <ul style="list-style-type: none"> <li>▪ Inclusion</li> <li>▪ Participation</li> <li>▪ Equity</li> <li>▪ Transparency</li> <li>▪ Accountability</li> <li>▪ Facilitating style</li> <li>▪ Importance participating in Grama Sabha, Village assembly and PIP</li> <li>▪ SHG formation</li> <li>▪ Special group formation</li> </ul>
6	Stickers	<b>Project non negotiables</b> <ul style="list-style-type: none"> <li>▪ Inclusion</li> <li>▪ Participation</li> <li>▪ Equity</li> <li>▪ Transparency</li> <li>▪ Accountability</li> <li>▪ Facilitating style</li> <li>▪ Importance participating in Gram Sabha, Village assembly and PIP</li> <li>▪ SHG formation</li> <li>▪ Special group formation</li> </ul>
7	Audio cassettes	Organizing the community and share the vision of the project

## H.6 Communication Workshop

26. A cross-section of workshops would be planned to create an enabling environment for project interventions and training and capacity building. Workshops would be conducted with different stakeholders to gradually bring a positive change in attitudes and a resulting change in behaviour.

27. **Sensitisation workshops:** Sensitisation workshops will be conducted for each stakeholder group. These workshops will include sensitization on issues, relevant information on the proposed project including objectives, procedures, stakeholders, and timeframe and project cycle. The trainers will be drawn from educational institutions, development professionals and HR Trainers from business groups. The details of the proposed sensitisation workshop are summarized in Table 8.4.

**Table 8.4 Sensitization workshops**

Level	Stake Holders	Advantages	Activities	Responsibility
Village level	Village presidents, ward members, informal leaders	Clarity about their roles, needed initiatives, familiarization of the project objectives	Conference, Workshops, handbills, manuals, etc	DPMU, VP
Block Level	PFT, Community Members, community reporters	To understand the issues of the poor, to create the interest among them and on the communities	Workshop, group interaction, use of cultural troupes, handbills, user friendly manuals brochure etc.,	SPMU, DPMU
Department Level	Line staff and learning organizations	Understanding of their roles & project goals, Developing the capacity for proper identification of vulnerable groups	Conference, seminar, group meetings, workshop, etc.,	SPMU, DPMU
Lending Institutions	Financial and non financial institutions,	To understand the issues, To strengthen the link and service delivery of the institutions	Workshop, group interaction, handbills, brochure,	SPMU, DPMU

28. **Stakeholder Consultation Meetings And Workshops:** Stakeholder consultations lead to development of mutual trust. A common platform is created to take the projects development agenda forward in a proactive manner. The details of proposed stakeholder consultation meetings and workshop are summarized in Table 8.5.

**Table 8.5 Stakeholder Consultation Meetings and Workshops**

Objective	Stake Holders	Advantages	Activities	Responsibility
<b>Relationship Building</b> At Village level	All the village level institutions (VP, CBOs, SHGs, Youth etc)	Consciousness of self & Collectiveness, Need for partnerships, Friendly attitudes, Learning of the own environment and existing groups	Cultural troupes, facilitating group inter-actions, Brochures, Posters, etc	SPMU, DPMU PFT
With Other Stake Holders	PFT, DPMU, NGOs, lending institutions, educational & business organizations	Work in partnership, Consciousness on needs & priorities, better coordination, simplification of procedures, networking, etc.,	Inter-actions, Brochures, wall hangings, posters, stickers, manuals, conference, etc	SPMU, DPMU
Sharing of knowledge & Experience within & between communities	All the village level institutions, (VP, CBOs, SHGs, Youth, NGOs etc)	Understanding of Socio, economic, political & cultural dimensions	Exposure visits, Group Discussions, Video shows, Newsletters,	SPMU, DPMU, VP
Access to free flow of information	All the village level institutions, (VP, SHGs, NGOs Youth, etc) PFT, Local Media	Understanding of existing & needed communication Channels	Brochures, Posters, leaflets Street Play, Television shows	PFT DPMU VP

**Table 8.6 - Village Communication Plan**

Communication Event	Key Themes	Responsibility
Project Launch Campaign	<ul style="list-style-type: none"> <li>• Key Project principles</li> <li>• Uyir Moochchu</li> <li>• How to join in VKP?</li> </ul>	<ul style="list-style-type: none"> <li>• PFT and District Unit</li> </ul>
Motivation camp to join the project	<ul style="list-style-type: none"> <li>• Sensitising the community to participate in Grama Sabha</li> <li>• Grama Sabha venue and date</li> <li>• Women and poorest ones participation</li> <li>• Project initial activities</li> </ul>	<ul style="list-style-type: none"> <li>• PFT</li> </ul>
Informing about PIP	<ul style="list-style-type: none"> <li>• Purpose of this exercise</li> <li>• PIP venue and date</li> <li>• Who all should attend?</li> </ul>	<ul style="list-style-type: none"> <li>• VP and PFT</li> </ul>
Knowing SHG and seed fund eligibility	<ul style="list-style-type: none"> <li>• Types of SHG</li> <li>• Rules and regulations</li> <li>• Eligibility to access seed fund</li> </ul>	<ul style="list-style-type: none"> <li>• VP and PFT</li> </ul>
Knowing about VPRC	<ul style="list-style-type: none"> <li>• Why VPRC constituted?</li> <li>• Process for VPRC constitution</li> <li>• VPRC roles and responsibilities</li> <li>• Grama Sabha approval</li> </ul>	<ul style="list-style-type: none"> <li>• VP and PFT</li> </ul>
Knowing about VPRC (only in tribal areas)	<ul style="list-style-type: none"> <li>• Why tribal VPRC constituted?</li> <li>• Process for tribal VPRC constitution</li> <li>• tribal VPRC roles and responsibilities</li> <li>• Grama Sabha approval</li> </ul>	<ul style="list-style-type: none"> <li>• VP and PFT</li> </ul>
Planning for the VPRC plan	<ul style="list-style-type: none"> <li>• Components</li> <li>• Activities</li> </ul>	<ul style="list-style-type: none"> <li>• VPRC and PFT</li> </ul>

<b>Communication Event</b>	<b>Key Themes</b>	<b>Responsibility</b>
Planning for the disabled	<ul style="list-style-type: none"> <li>• Activities</li> <li>• Special group formation rules and regulations</li> <li>• Eligibility to access seed fund</li> </ul>	<ul style="list-style-type: none"> <li>• VPRC and PFT</li> </ul>
Let do livelihood resource mapping	<ul style="list-style-type: none"> <li>• Purpose of this exercise</li> <li>• Steps</li> <li>• Venue and date</li> </ul>	<ul style="list-style-type: none"> <li>• VPRC and PFT</li> </ul>
Eligibility for Panchayat incentive fund	<ul style="list-style-type: none"> <li>• Selection process</li> <li>• Criteria for eligibility</li> </ul>	<ul style="list-style-type: none"> <li>• VPRC and PFT</li> </ul>
Understanding livelihoods fund	<ul style="list-style-type: none"> <li>• Fund Guidelines</li> <li>• Steps in accessing fund</li> </ul>	<ul style="list-style-type: none"> <li>• VPRC and PFT</li> </ul>

29. Each of the events will be developed in the form of action plan with specific messages, responsibilities, methods etc in the COM.