



सशक्त पंचायत सतत् विकास

# National Writeshop on Preparedness of Roadmap for Revamped National Panchayat Awards

## National Level Media Strategy

10:00 AM, 17<sup>th</sup> August, 2022



# National Panchayat Awards

## ❖ Context

- On the occasion of National Panchayati Raj Day every year Ministry of Panchayati Raj confers the National Panchayat Awards to the well-performing Panchayats at all levels under various award themes & categories.

## ❖ Objective

- The main objective of National Panchayat Awards is to incentivize Panchayati Raj Institutions (PRIs) to perform their role effectively. Due recognition of PRIs that perform their role well can be an incentive for PRI representatives to improve their performance and to achieve their development goals and to create replicable models.



# National Panchayat Awards



## ❖ Need of an IEC strategy for maximizing the outreach

An analysis of participation of Panchayats over the 12 years have reflected a very slow increase due to following reasons: -

- Adequate knowledge & awareness about the National Panchayat Awards but not translating into response from Panchayats as per expectation.
- Lack of technical skills & professional manpower; inadequate technical handholding
- Lack of knowledge about the application process.
- Occupancy of Panchayat Secretary in multiple works
- Lack of good internet connectivity at Panchayat level
- Problems faced by Panchayats due to technical glitch
- Lack of interest due to minimal amount of award money.
- Lack of availability of application process/ questionnaires in bilingual or regional languages



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# Proposed Main Activities

- Bulk SMSes to Panchayats informing initiation of application process before commencement of inviting applications.
- Advisory to States/UTs for ensuring widespread publicity to the new format and category of awards and announcement of call for entries i.e. commencement of the process through different Media including Social Media and WhatsApp Groups.
- Posting of messages on Social Media handles of the Ministry of Panchayati Raj every week until conclusion of the process.
- Utilizing the medium of Community Radio Stations and Street Plays – Low Cost, People Intensive – for dissemination of information at grassroots level
- Newspaper advertisements – announcement and post-event.



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# Main Activities : Continued

- Audio-Visual (short videos/ jingles) programmes on complete procedure of online application of revamped version of National Panchayat Awards
- Partnering with Ministry of Information & Broadcasting / Prasar Bharati for dissemination of relevant information through the public service broadcasters for maximizing the outreach and enhancing the participation of Panchayats in selection process.
- Awareness generation and sharing of information with Panchayats through Gramoday Sankalp – quarterly newsmagazine of Ministry of Panchayati Raj – having reach upto Gram Panchayat level
- Publication of results on the website of the Ministry and circulation to the respective States for displaying the same on the respective websites.



# Extensive Use of WhatsApp Groups

Mechanism / WhatsApp Groups to facilitate instant message transfer on a real-time basis

<b>National Level</b>	<b>State/UT Level Recipients</b>	<b>District Level Recipients</b>
National Panchayat Awards WhatsApp Group maintained by IoP Section, MoPR	State/UT-wise WhatsApp Groups maintained by Nodal Officers designated for National Panchayat Awards.	District-level WhatsApp Groups maintained by CEO, District Panchayats and District Panchayati Raj Officers
Sabki Yojana Sabka Vikas WhatsApp Group maintained by CB Division, MoPR	Senior and middle-level officers of State Governments and faculty-members of NIRD&PR and SIRD&PRs	District-level / Block-level WhatsApp Groups maintained by CEO, District Panchayats, District Panchayati Raj Officers, DRDAs/ BDOs/ COs
WhatsApp Groups maintained by RGSA NPMU and Governance Division	State Govt. Officers, Technical Staff, SPMU Consultants etc.	Block-wise WhatsApp Groups of Sarpanches and Gram Panchayat Secretaries

State/UT and District-level recipients may be requested to forward the information/ message in other Indian languages (regional/ vernacular).



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# Advisories to States/ UTs

## PUBLICITY

Announcement at State/UT-level function / press conference, appeal from Dignitaries (Hon'ble CM or concerned Ministers) and Media Coverage (Print, Electronic and Social Media)

Hoardings/ banners/ wall-writing in and around the Collectorates, District Panchayat Offices, Block/ Tehsil Offices and Gram Panchayat Offices

Coordination with Regional Outreach Bureau (ROBs) and Field Outreach Bureau (FOBs) of MoI&B facilitating the ground activation and outreach programmes in local languages.

Coordination with the Information and Public Relations Departments at State/UT and District Headquarters level.

Awareness through Community Radio Stations/ Street Plays for community mobilization at grassroots level.

### Gram Sabha

15<sup>th</sup> August, 2022

2<sup>nd</sup> October, 2022

26<sup>th</sup> January, 2023

### Orientation Training, Workshop etc.

SIRD&PRs and ETCs to develop training module for imparting training on revamped version of National Panchayat Awards



# Activities to Maximize Outreach



- Production of audio-visual programmes – 2 short films/ video spots of four minutes duration each in Hindi and English and 2 radio jingles through NFDC [**financial implication**]
- Production of Audio-Visual message of Hon'ble Minister (PR) and Hon'ble MoS(PR) appealing the Panchayats to ensure participation in the process through NFDC [**financial implication**]
- Letter/ Appeal from Hon'ble Minister (PR) and Hon'ble MoS(PR) appealing the Panchayats to ensure participation in the process
- Engagement of a dedicated Social Media Team for handling the work of dissemination of information through social media accounts of the Ministry [**financial implication**]
- Engagement of an agency through NFDC to conduct Street Plays / Nukkad Nataks on pilot basis [**financial implication**]
- Award of work to Community Radio Stations through Central Bureau of Communication (erstwhile BOC/ DAVP) on pilot basis [**financial implication**]





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# Activities to Maximize Outreach

- Newspaper advertisement to be issued through Central Bureau of Communication (erstwhile BOC/ DAVP) for publication in district/ rural local editions of newspapers [**financial implication**]
- Telecast / broadcast of audio-visual programmes through national broadcasters (Prasar Bharati) as well as private news channels / FM Radio Stations [**financial implication**]
- Requesting DD News, DD Kisan Channel and Sansad TV to display / run News Ticker with scrolling text on National Panchayat Awards.
- Partnering with Ministries / Departments involved in this activity to ensure widespread publicity through their respective social media platforms aimed at ensuring active involvement of their field-level functionaries adopting **Whole-of-Government** approach.
- Young Fellows & Cluster Level Resource Persons engaged through NIRD&PR may be requested to extend support to this activity.



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Panchayati Raj

## Questionnaire to be Submitted by SIRD&PR

- To develop a comprehensive data base essential for proper planning and policy formulation, a questionnaire was developed and shared with SIRD&PRs vide email dated 2<sup>nd</sup> July, 2022.
- SIRD&PRs were requested to initially submit the filled in questionnaire by 31<sup>st</sup> July, 2022. On the request received from the SIRD&PRs the timelines was later extended to 10<sup>th</sup> August, 2022.
- Despite frequent reminders (**two DO Letters and seven Emails**), till date, only three namely SIRD&PR, Mizoram, GIPARD, Goa and KILA, Kerala have submitted the filled in questionnaire.
- SIRD&PRs are kindly requested to make concerted efforts to get the questionnaire filled up after collecting and compiling the data of Panchayats in the States from various sources (Departments) and submit it to the Ministry by **27<sup>th</sup> August, 2022**.
- For any clarification on the questionnaire, Shri Aditya Vikram Singh, Consultant may kindly be contacted at '011-23725308' or 'av.singh@nic.in'.



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**Thank You**