

J-11012/36/2012 IEC (FTS Rec: 28084)
Government of India
Ministry of Rural Development
Mahatma Gandhi NREGA Division

To

The Principal Secretary/Secretary
(In-charge - Mahatma Gandhi NREGA)
All States/ UTs

Sub: IEC Action Plan – State level – Preparation of - Requesting the States to prepare share the Plan – FY 2013 -14 -reg

Sir/Madam,

As you know, that the Report of the CAG of India on the performance audit of MGNREGA from April 2007 to March 2012 has been tabled in Parliament. The report has underlined some critical issues on the IEC activities taken up by the Ministry and the State Govts.

The audit report *inter alia* states that *“Audit observed that Information, Education and Communication (IEC) plans were not formulated in 12 states and two UTs. Shortfalls in utilization of IEC funds were also noticed. In a demand driven scheme like MGNREGS, awareness of beneficiary rights would be a critical factor in its success. The low level of IEC activities would have an adverse effect on the awareness levels of the beneficiaries and would, in turn, hamper the beneficiaries from fully realizing their rights.”* (page viii, point 2) The report also recommends that *“MGNREGS, being a demand driven programme, requires the beneficiaries to be aware of their rights. However, the shortfall in IEC expenditure and non-formulation of IEC plans indicated gaps in the creation of awareness among beneficiaries. IEC activities need to be stepped up for better beneficiary awareness.”* (page 30, second recommendation)

MGNREGA division in the Ministry has already prepared an Annual IEC action plan (2013-14) and a quarterly IEC implementation plan for the FY 13-14, and has started implementing it. The same is shared herewith for your reference.



**Reaching the
unreached**

**IEC Plan
MGNREGA
FY 13-14**

Prepared by the MGNREGA Division of Ministry of Rural Development

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Information Education and Communication (IEC) activities specific to the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) addressing the communication needs of its target stake holders, for the Financial Year (FY) 2013-14

What is MGNREGA

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.

The Communication 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 also. The IEC plan, which is a subset of the Communication strategy 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, in the next FY.

Communication Strategy for MGNREGA: 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 communication strategy. Such a communication 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 communication 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.

Communication gap

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.

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.

The national level IEC plan for MGNREGA is designed by understanding the existence of these variables. The Ministry of Rural Development (MoRD) will be developing creative messages and designing products for national level campaigns and activities during the FY 13-14. 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.

Target audience of MGNREGA

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

Key messages of MGNREGA

The key messages of MGNREGA are:

- 1) MGNREGA guarantees hundred days of wage employment in a financial year, to a rural household whose members volunteer to do unskilled manual work.
- 2) Households belonging to the Scheduled Castes and Scheduled Tribes, small or marginalized farmers or to land of beneficiaries of land reforms or that of the beneficiaries under the Indira

- Awaas Yojana of the Government of India have the provision of irrigation facility to land owned by them.
- 3) Within 15 days of submitting the application or from the day work is demanded, 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) Economic emancipation of women and enhancing their social esteem through involvement in MGNREGA
 - 9) MGNREGA provides "Green" and "Decent" work.
 - 10) Social Audit is mandatory, which gives more faith, accountability and transparency
 - 11) The assets created under MGNREGA are valuable and there is a need to sustain these
 - 12) MGNREGA works address the *vulnerability* and protect the *environment from the issues related to climate change*. Encourage such works of MGNREGA.
 - 13) 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 works under MGNREGA.

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 communication 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 communication 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.

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 communication management.

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.

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. For this, activities are included in the IEC plan for FY 13-14

IPC with BNVs

The Annual Report of 2011-12, *inter alia* states that, "...In the past years IEC activities were carried out in a centralized manner primarily by disseminating information through mainstream media like Radio, TV, Press Advertisements and production of printed communication materials like guidelines etc. Below-the-line (BTL) options like contact programmes, outdoor publicity etc were used in a limited manner in select districts through the government agencies like DAVP, Directorate of Field Publicity, Department of Post, Railways etc."

The Report continues, "...During 2011-12, a paradigm shift in the IEC strategy has been made and implemented. The hallmark of this new highly decentralized IEC strategy has been the emphasis on community based mobilization and interpersonal communication (IPC) directly targeting the rural households through a cadre of village based volunteers christened as Bharat Nirman Volunteers (BNVs).

A process for integrating training and IEC has also been initiated on a pilot basis in the Lab to Land blocks in all the 28 states of the country where this village based cadre of volunteers (Bharat Nirman Volunteers) are trained and oriented about various entitlement and processes under various welfare and development schemes of Central as well as State Governments operative at the village level and specific number of households have been put in their charge for dissemination of information, awareness generation and helping them to avail optimum benefits of the schemes. A convergence model with other Government departments operating schemes in the rural areas have also been initiated wherein the Bharat Nirman Volunteers (BNVs) are catering information regarding other departmental programmes also. This has turned to be very effective in dissemination of the relevant information at the door step of the prospective beneficiaries and helping them in availing the benefits...."

As SIRDs are entrusted to train BNVs, the key messages of MGNREGA can be taken to the grass roots level of the community with the help of BNVs. For this, various BCC tools, which BNVs can use, need to be developed. BNVs need to be trained on using these BCC tools developed. Provisions for developing the BCC tools with the messages of MGNREGA and training of BNVs on its usage are incorporated in the IEC plan of MGNREGA for the FY 13-14

Focus on Mid media and IPC

Considering IEC activities implemented last FY, and leveraging the advantages of continuing the strategy this year also, more focus is given for mid media activities and IPC activities for MGNREGA for the FY 2013-14. Also the target audience being positioned in rural areas, these are the most effective media through which we can ensure the messages to touch the lives of the rural poor.

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

In order to increase the visibility of the Scheme and share the best practices through, a media advocacy plan has been developed by MGNREGA. The plan also foresees the strengthening of MGNREGA system to respond to media.

FY 13-14 and MGNREGA

FY 13-14 is crucial for MGNREGA for the reason that this being the first FY in which a comprehensive communication strategy is being implemented at the National level. Hence the activities are planned in such a way that focus is given to develop systems and designs which ensure messages are reaching out to the rural poor in a sustainable way through this system.

IEC Plan for MGNREGA (FY 2013-14)								
Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Responsibility	Remarks
	Mass Media							
	AIR	Interactive/documentary programmes on primary channel focusing on seven key messages of MGNREGA	30 min duration	52	0	0	MoRD and States	To be generated free of cost by advocacy with AIR. Slots for labour, agriculture, women etc to be utilised
	AIR	Spot campaign in AIR focusing on seven key messages of MGNREGA	10 Sec duration	728	2000	1456000	MoRD	
	DD	Documentary programmes on primary channels and AIR FM focusing on seven key messages of MGNREGA	22 Min duration	26	0	0	MoRD and States	To be generated free of cost by advocacy with DDK. Slots for labour, agriculture, women etc to be utilised
	DD	Spot campaigns in DD	10 Sec duration	156	15000	2340000	MoRD	
	Advt in Newspapers & Magazines, News letters and Journals	Advertisements planned for special occasions only	4000 col cm	4000	1000	4000000	MoRD	Print media ads are the least effective medium as far as MGNREGA messages and TGs are concerned
	Website	Making the website easy navigable, and adding various TG related messages and success stories	HTMLpages	As needed	0	0	MoRD for MGNREGA site. States for their sites	
	Social Networks	Disseminating messages through social networks and interacting with States/Districts/Blocks/Genpop through these platforms		0	0	0	MoRD and States	
	Newsletters, journals, publications	MGNREGA related articles can be included in Grameen Bharat, Kurukshetra and Yojana		0	0	0	MoRD	
	IEC material development							
	Posters	One each poster for all key messages except Key message no 3, which will have 30 posters	Demy Size/Multi Colour	36	10000	360000	UNDP	Replication can be done by the respective States after adaptation into local languages/local photos and graphics
	Leaflets	One each leaflet for all key messages except Key message no 3, which will have 30 leaflets	1/4 Demy/Three fold/Multi Colour/Double Side	36	7500	270000	UNDP	
	Flip charts	One flipchart for all key messages, and one flip chart for key message no 3	1/3 Demy/Multicolour/74 pages total	74	1000	74000	UNDP	
	Module for BNVs on BCC Roll out	The training module for BNVs		1	50000	50000	UNDP	
	Media Advocacy Module	This module will be used for the media workshops and training of communication specialists/BNVs		1	50000	50000	UNDP	
	Pocket Charts	Pocket charts for community mobilisation on various topics	Two types of pocket charts	2	10000	20000	UNDP	
	Cards and Games	Various cards and games for BCC activities being implemented by BNVs	Depends upon the games	5	12000	60000	UNDP	

	Wall Writing Designs	These designs will be shared with the States for replicating on the walls. One each template for all key messages except Key message no 3, which will have 30 templates	Multi colour/Graphics	36	3000	108000	UNDP	
	Outdoor & Mid Media					0		
	Hoarding	One each hoarding for all key messages except Key message no 3, which will have 30 hoarding designs	20ft x 10ft	36	5000	180000	UNDP	
	Kiosk	To do community mobilisation with the help of Info kiosks at Gram Panchayat melas and festivals	10ft x 6ft x 6ft	1	10000	10000	UNDP	
	Script development for folk programmes using local troupes	To disseminate messages through folk media. To be implemented in all districts, Empanelment of folk teams, State TOT, Di TOT, Field Test, Planning and implementation. Video and Text Documentation by the State. Guidelines will be issued by the MoRD and master script will be shared.	Folk programme script/20 min duration	1	100000	100000	MoRD	
	Branding of MGNREGA	Templates of name boards, info boards etc. as per the branding strategy	10 templates	10	7500	75000	UNDP	
	Production of video documentaries	Video documentary on permissible works	22 Min duration	1	300000	300000	MoRD	
	Duplication of DVDs	DVDs of video programmes already produced for wider dissemination and Community Video Shows	Share the master DVD with the States	0	0	0	MoRD	Translation and duplication by the State
	Best practice documentation and dissemination	To identify best practices from the from various States. Developing a reporting system		0	0	0	UNDP	
	Focussed Group Discussions	Focussed group discussions at Anganwadi level during Wednesday's Mothers' meetings	30 minutes duration. Key messages to be discussed, with the flipcharts and other materials developed	500000	0	0	MoRD	
	Communication Need Assesment	To identify the communication need of MGNREGA	By external agency	1	1000000	1000000		
	IEC Impact Assessment	To assess the impact of IEC activities	By external agency	1	1000000	1000000		
	Breaking of creative content	Based on the key message for each Target Group, creative content need to be prepared for each tool.				100000	UNDP	UNDP can float Eol and find agencies to do the creative content
	Training Component					36000000		
	Grant total					47553000		

Quarter wise Implementation plan of
IEC/BCC activities
of Mahatma Gandhi NREGA
for the FY 13-14

Prepared by the MGNREGA Division of Ministry of Rural Development

www.facebook.com/IndiaMGNREGA

Quarter wise Implementation plan of IEC/BCC activities of MGNREGA for the FY 13-14

Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtrr 1	Qtrr 1	Qtrr 2	Qtrr 2	Qtrr 3	Qtrr 3	Qtrr 4	Qtrr 4	Responsibility
							Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial	
	Mass Media														
1	AIR	Interactive/documentary programmes on primary channel focusing on seven key messages of MGNREGA	30 min duration	52	0	0	10	0	16	0	16	0	10	0	MoRD and States
2	AIR	Spot campaign in AIR focusing on seven key messages of MGNREGA	10 Sec duration	728	2000	1456000	150	364000	234	364000	182	364000	182	364000	MoRD
3	DD	Documentary programmes on primary channels and AIR FM focusing on seven key messages of MGNREGA	22 Min duration	26	0	0	2	0	8	0	8	0	8	0	MoRD and States
4	DD	Spot campaigns in DD	10 Sec duration	156	15000	2340000	39	585000	39	585000	39	585000	39	585000	MoRD
5	Advt in Newspapers & Magazines, News letters and Journals	Advertisements planned for special occasions only	4000 col cm	4000	1000	4000000	500	500000	1000	1000000	1500	1500000	1000	1000000	MoRD
6	Website	Making the website easy navigable, and adding various TG related messages and success stories	HTMLpages	As needed	0	0	As needed		As needed		As needed		As needed		MoRD for MGNREGA site. States for their sites
7	Social Networks	Disseminating messages through social networks and interacting with States/Districts/Blocks/Genpop through these platforms		0	0	0	As needed		As needed		As needed		As needed		MoRD and States
Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtrr 1	Qtrr 1	Qtrr 2	Qtrr 2	Qtrr 3	Qtrr 3	Qtrr 4	Qtrr 4	Responsibility
							Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial	
8	Newsletters, journals, publications	MGNREGA related articles can be included in Grameen Bharat, Kuruksheetra and Yojana		0	0	0	As per the frequency		As per the frequency		As per the frequency		As per the frequency		MoRD
	IEC material development														
9	Posters	One each poster for all key messages except Key message no 3, which will have 30 posters	Demy Size/Multi Colour	36	10000	360000									
		a Preparation of creative brief					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Floating EoI for creative agency					<input checked="" type="checkbox"/>								UNDP
		c Identifying creative agency and contracting					<input checked="" type="checkbox"/>								UNDP
		d Content breaking							<input checked="" type="checkbox"/>						Creative Agency
		e Submitting of first draft by agency							<input checked="" type="checkbox"/>						Creative Agency
		f Approvals by Ministry on first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		g Photoshoot, production and submission etc										<input checked="" type="checkbox"/>			Creative Agency
		h Final versions approvals by the Ministry											36	360000	MoRD
		i Dissemination of the designs by Ministry													MoRD
Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtrr 1	Qtrr 1	Qtrr 2	Qtrr 2	Qtrr 3	Qtrr 3	Qtrr 4	Qtrr 4	Responsibility
							Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial	

10	Leaflets	One each leaflet for all key messages except Key message no 3, which will have 30 leaflets	1/4 Demy/Three fold/Multi Colour/Double Side	36	7500	270000									UNDP
		a Preparation of creative brief					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Floating Eol for creative agency					<input checked="" type="checkbox"/>								UNDP
		c Identifying creative agency and contracting					<input checked="" type="checkbox"/>								UNDP
		d Content breaking							<input checked="" type="checkbox"/>						Creative Agency
		e Submitting of first draft by agency							<input checked="" type="checkbox"/>						Creative Agency
		f Approvals by Ministry on first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		g Photoshoot, production and submission etc										<input checked="" type="checkbox"/>			Creative Agency
		h Final versions approvals by the Ministry											36	270000	MoRD
		i Dissemination of the designs by Ministry										<input checked="" type="checkbox"/>			MoRD
SI.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1	Qtr 1	Qtr 2	Qtr 2	Qtr 3	Qtr 3	Qtr 4	Qtr 4	Responsibility
							Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial	
11	Flip charts	One flipchart for all key messages, and one flip chart for key message no 3	1/3 Demy/Multicolour/74 pages total	74	1000	74000									UNDP
		a Preparation of creative brief					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Floating Eol for creative agency					<input checked="" type="checkbox"/>								UNDP
		c Identifying creative agency and contracting					<input checked="" type="checkbox"/>								UNDP
		d Content breaking							<input checked="" type="checkbox"/>						Creative Agency
		e Submitting of first draft by agency							<input checked="" type="checkbox"/>						Creative Agency
		f Approvals by Ministry on first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		g Photoshoot, production and submission etc										<input checked="" type="checkbox"/>			Creative Agency
		h Final versions approvals by the Ministry											74	74000	MoRD
		i Dissemination of the designs by Ministry										<input checked="" type="checkbox"/>			MoRD
SI.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1	Qtr 1	Qtr 2	Qtr 2	Qtr 3	Qtr 3	Qtr 4	Qtr 4	Responsibility
							Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial	
12	Module for BNVs on BCC Roll out	The training module for BNVs		1	50000	50000									UNDP
		a Preparation of module					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Final versions approvals by the Ministry					<input checked="" type="checkbox"/>								MoRD
		c Designing the module							<input checked="" type="checkbox"/>				1	50000	UNDP
		d Transaction of training modules							<input checked="" type="checkbox"/>						MoRD
SI.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1	Qtr 1	Qtr 2	Qtr 2	Qtr 3	Qtr 3	Qtr 4	Qtr 4	Responsibility
							Physical	Financial	Physical	Financial	Physical	Financial	Physical	Financial	
13	Media Advocacy Module	This module will be used for the media workshops and training of communication specialists/BNVs		1	50000	50000									UNDP
		a Preparation of module					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Final versions approvals by the Ministry					<input checked="" type="checkbox"/>								MoRD
		c Designing the module							<input checked="" type="checkbox"/>				1	50000	UNDP

Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1 Physical	Qtr 1 Financial	Qtr 2 Physical	Qtr 2 Financial	Qtr 3 Physical	Qtr 3 Financial	Qtr 4 Physical	Qtr 4 Financial	Responsibility
17	Hoarding	One each hoarding for all key messages except Key message no 3, which will have 30 hoarding designs	20ft x 10ft	36	5000	180000									UNDP
		a Preparation of creative brief					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Floating Eol for creative agency					<input checked="" type="checkbox"/>								UNDP
		c Identifying creative agency and contracting					<input checked="" type="checkbox"/>								UNDP
		d Content breaking							<input checked="" type="checkbox"/>						Creative Agency
		e Submitting of first draft by agency							<input checked="" type="checkbox"/>						Creative Agency
		f Approvals by Ministry on first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		g Photoshoot, production and submission etc											<input checked="" type="checkbox"/>		Creative Agency
		h Final versions approvals by the Ministry											36	180000	MoRD
		i Dissemination of the designs by Ministry													MoRD
Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1 Physical	Qtr 1 Financial	Qtr 2 Physical	Qtr 2 Financial	Qtr 3 Physical	Qtr 3 Financial	Qtr 4 Physical	Qtr 4 Financial	Responsibility
18	Kiosk	To do community mobilisation with the help of Info kiosks at Gram Panchayat melas and festivals	10ft x 6ft x 6ft	1	10000	10000									UNDP
		a Preparation of creative brief					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Floating Eol for creative agency					<input checked="" type="checkbox"/>								UNDP
		c Identifying creative agency and contracting					<input checked="" type="checkbox"/>								UNDP
		d Content breaking							<input checked="" type="checkbox"/>						Creative Agency
		e Submitting of first draft by agency							<input checked="" type="checkbox"/>						Creative Agency
		f Approvals by Ministry on first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		g Photoshoot, production and submission etc											<input checked="" type="checkbox"/>		Creative Agency
		h Final versions approvals by the Ministry											1	10000	MoRD
		i Dissemination of the designs by Ministry													MoRD
Sl.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1 Physical	Qtr 1 Financial	Qtr 2 Physical	Qtr 2 Financial	Qtr 3 Physical	Qtr 3 Financial	Qtr 4 Physical	Qtr 4 Financial	Responsibility
19	Script development for folk programmes using local troupes	To disseminate messages through folk media. To be implemented in all districts, Empanelment of folk teams, State TOT, Dt TOT, Field Test, Planning and implementation. Video and Text Documentation by the State. Guidelines will be issued by the MoRD and master script will be shared.	Folk programme script/20 min duration	1	100000	100000									MoRD
		a Contacting Song and Drama Division					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Getting the list of script writers					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		c Orienting them on MGNREGA (Writers Workshop)							<input checked="" type="checkbox"/>						MGNREGA Divn
		d Vetting first draft of scripts by the Ministry									<input checked="" type="checkbox"/>				MGNREGA Divn
		e Finalising the scripts									<input checked="" type="checkbox"/>				MGNREGA Divn
		f Typesetting the scripts											<input checked="" type="checkbox"/>		Script writers
		g Dissemination of scripts											<input checked="" type="checkbox"/>		MoRD

SI.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1 Physical	Qtr 1 Financial	Qtr 2 Physical	Qtr 2 Financial	Qtr 3 Physical	Qtr 3 Financial	Qtr 4 Physical	Qtr 4 Financial	Responsibility
		h Payment to Song and Drama Division											1	100000	MoRD
20	Branding of MGNREGA	Templates of name boards, info boards etc. as per the branding strategy	10 templates	10	7500	75000									UNDP
		a Preparation of creative brief					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Floating Eol for creative agency					<input checked="" type="checkbox"/>								UNDP
		c Identifying creative agency and contracting					<input checked="" type="checkbox"/>								UNDP
		d Content breaking							<input checked="" type="checkbox"/>						Creative Agency
		e Submitting of first draft by agency							<input checked="" type="checkbox"/>						Creative Agency
		f Approvals by Ministry on first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		g Photoshoot, production and submission etc											<input checked="" type="checkbox"/>		Creative Agency
		h Final versions approvals by the Ministry											10	75000	MoRD
		i Dissemination of the designs by Ministry													MoRD
SI.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1 Physical	Qtr 1 Financial	Qtr 2 Physical	Qtr 2 Financial	Qtr 3 Physical	Qtr 3 Financial	Qtr 4 Physical	Qtr 4 Financial	Responsibility
21	Production of video documentaries	Video documentary on permissible works	22 Min duration	1	300000	300000									MoRD
		a Informing IEC division to prepare a docu					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		b Preparation of content					<input checked="" type="checkbox"/>								Con (C&A), MGNREGA
		c Work order to NFDC					<input checked="" type="checkbox"/>								IEC Divn
		d First script by NFDC							<input checked="" type="checkbox"/>						NFDC
		e Vetting of the script							<input checked="" type="checkbox"/>						MGNREGA Divn
		f Story board submission by NFDC								<input checked="" type="checkbox"/>					NFDC
		g Approvals of story board by Ministry								<input checked="" type="checkbox"/>					MGNREGA Divn
		h Production								<input checked="" type="checkbox"/>					NFDC
		i Submission of first draft								<input checked="" type="checkbox"/>					MGNREGA Divn
		j Vetting the first draft											<input checked="" type="checkbox"/>		MGNREGA Divn
		k Suggestions and approvals on first draft											<input checked="" type="checkbox"/>		MGNREGA Divn
		l Submission of final version											<input checked="" type="checkbox"/>		NFDC
		m Dissemination of the docu by Ministry											<input checked="" type="checkbox"/>		MoRD
		n Payment to NFDC											1	300000	
22	Duplication of DVDs	DVDs of video programmes already produced for wider dissemination and Community Video Shows	Share the master DVD with the States	0	0	0			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		IEC Divn
23	Best practice documentation and dissemination	To identify best practices from the various States. Developing a reporting system		0	0	0	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		UNDP
SI.No.	Cost head	Items/activities	Specifications	No of Units	Unit cost	Budget	Qtr 1 Physical	Qtr 1 Financial	Qtr 2 Physical	Qtr 2 Financial	Qtr 3 Physical	Qtr 3 Financial	Qtr 4 Physical	Qtr 4 Financial	Responsibility
24	Focussed Group Discussions	Focussed group discussions at Anganwadi level during Wednesday's Mothers' meetings	30 minutes duration. Key messages to be discussed, with the flipcharts and other materials developed	500000	0	0									States and MoRD

Quarter wise Implementation plan of training activities of MGNREGA under IEC plan for the FY 13-14

Sl. No.	Activity	Quarter-I					Quarter-II					Quarter-III					Quarter-IV					Total
		No. of Workshops	No. of trainees in each workshop	Unit cost	No of days	Expenditure	No. of workshops	No. of trainees in each workshop	Unit cost	No of days	Expenditure	No. of workshops	No. of trainees in each workshop	Unit cost	No of days	Expenditure	No. of workshops	No. of trainees in each workshop	Unit cost	No of days	Expenditure	
	Journalists Orientation:																					
	National level master trainers Training						1	40	5000	2	400000											400000
	State level master trainers training				0		5	30	1500	2	450000	10	30	1500	2	900000	13	30	1500	2	1170000	2520000
	District level training of journalists				0		122	30	500	1	1830000	250	30	500	1	3750000	250	30	500	1	3750000	9330000
	BNVs/Commn Specialists Training				0										0						0	
	National level master trainers Training				0		1	30	5000	2	300000					0					0	300000
	State level master trainers training				0		5	20	1500	2	300000	10	20	1500	2	600000	13	20	1500	2	780000	1680000
	District level training of BNVs				0		122	35	500	2	4270000	250	35	500	2	8750000	250	35	500	2	8750000	21770000
																						Total
																						36000000

Note: As per the action plan the modules are to be prepared in Qtr 1, and hence no trainings are scheduled in Qtr 1