

**Scheme Guidelines on Media and Publicity  
in Ministry of Panchayati Raj (2017–20)**

The establishment of the Union Ministry of Panchayati Raj as a nodal Ministry in the Government of India for Panchayati Raj had provided a fresh impetus to the nation's efforts in implementing the provisions of Part IX of the Constitution. At the time of creation of the Ministry, there was inadequate awareness at various levels of governance as well as the general public about the concept and relevance of Panchayati Raj, and there was an emergent need for developing the necessary awareness about Panchayati Raj which warranted wide-ranging efforts utilizing a range of media tools and undertaking various IEC activities for advocacy and publicity. Since then, the Ministry of Panchayati Raj has been making sincere efforts to disseminate information through the print and electronic media alongwith conventional/ traditional forms of mass communications and new/ emerging / innovative media. The media activities undertaken so far have mostly been focused on core issues relating to the role of PRIs, increasing their effectiveness and advocacy in their favour. The policies, schemes and programmes formulated and implemented by this Ministry have also been highlighted through mass-media campaigns utilizing different occasions.

Ministry of Panchayati Raj believes that a dedicated Scheme on Media and Publicity must stand on its own for the reason that the dissemination of messaging, that will build capacity and enhance the performance of Panchayats. Further, the success of the programmes and policies of the Ministry of Panchayati Raj demands effective communication. The Ministry attaches great importance to creating awareness about the flagship schemes of the Government of India being implemented by Gram Panchayats across the country, and the available media platforms/ resources including social media interventions could be suitably mobilized for advocacy and publicity regarding key issues relating to Panchayati Raj as well as issue of national importance. Although it is a significant challenge reaching the desired/ prime target segment i.e. the last mile of the rural masses, the media campaigns and IEC activities will target the elected representatives of the PRIs at the three tiers, staff of the PRIs, officials of the States machinery and the general public especially the rural masses at large. The media related activities of the Ministry will have several components.

**Scheme Components**

- 1. Production and telecast of audio–visual programmes in different formats**

Television is an effective medium for reaching the rural masses considering the huge impact that visuals can have on the viewers' minds. Through this medium, documentaries, short films, spots and advertisements relating to Panchayati Raj will be presented. Television programmes may include all the prevalent formats such as telefilms, teleserials, documentaries, animated films, video spots, jingles etc. The audio-visual programmes (inclusive of animation programmes) will be produced by the producers on the panel of MoPR or DAVP/NFDC. The rates prescribed by DAVP, at the time of the award of the work, will be applicable. Telecast of audio-visual programmes will be done through National Broadcaster as well as Private/Regional Channels in conformity with the Government's Advertising Policy as per telecast/broadcast rates prescribed by DAVP/NFDC.

## 2. **Radio Programmes through National broadcasters and FM channels**

Radio is also a very good medium to reach out to rural India and people who listen to FM radio, which is proving increasingly popular. Through this, messages can be disseminated in spoken languages and even local dialects. Programmes focusing on Panchayati Raj, may be presented through the network of All India Radio (AIR), FM channels and Community Radio. These programmes could be in the form of spots, jingles, radio talks, features and may focus on important issues like grassroots governance, women's empowerment and mainstreaming the marginalized through developmental programmes. Information on role of Gram Sabha, right to information to promote transparency in public dealings can also be shared.

## 3. **Issue of MoPR Newsletter to State Governments and PRIs**

News magazine titled "Gramoday Sankalp" has been brought out by the Ministry of Panchayati Raj covering the information relating to the three Ministries in its inaugural issue released on 24<sup>th</sup> April 2017. The Ministry newsletter will share information on the status of the Panchayat movement in our country. The content of the News magazine will comprise of themes such as functions, Roles and Responsibility of Gram Sabha, State Government, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Right to Information Act (RTI), Government Notifications, Government Schemes, Case Studies, Photographs and Events, Experience on Local Self-Governance etc. Information on initiatives of PRIs themselves, activities of the MoPR, State Governments and success stories would enrich the content of the News magazine. Issues relating to Sanitation/ Swachhta will also be adequately covered. The MoPR will guide the editorial policy, content, printing, publishing and distribution of the Newsletter. The tasks relating to the Newsletter will be outsourced since the Ministry does not have the resources to do the work in house. To cover wide range of issues relating to rural India, collaboration with line Ministries may also be done.

#### **4. Organization of National Conference to commemorate National Panchayati Raj Day (NRPD)**

The Ministry has been organizing a national event to commemorate National Panchayati Raj Day on 24<sup>th</sup> April of every year.

#### **5. Organization of Conferences, Seminars and Workshops**

Conferences, seminars and workshops will be organized by MoPR at regular intervals involving elected Panchayati Raj representatives, scholars, academics, eminent personalities, representatives of the State Governments, private organizations, NGOs, Central Government etc. regarding issues relevant to Panchayati Raj. Besides, the meetings of Committee of Chief Secretaries and Secretaries of Panchayati Raj, Committee of Ministers in-charge of Panchayati Raj departments of States are periodically organized to discuss progress on the 73<sup>rd</sup> Amendment and other issues related to Panchayati Raj.

#### **6. Advertisements in Print Media**

Advertisements will be released through newspapers and prominent periodicals through DAVP, regarding various schemes and initiatives of the Ministry. Also, National Panchayati Raj Day (24<sup>th</sup> April) will be marked by issue of advertisements every year. Multi-media/Creative agencies empanelled with DAVP will be assigned to undertake the work of creative/design of the intended advertisement as per rates prescribed by DAVP.

#### **7. Publication of bulletins, reports, annual reports, wall-calendars etc.**

The schemes of the Ministry, ongoing initiatives and other crucial issues relating to Panchayati Raj that needs to be publicized through wall-calendars, bulletins, reports, annual reports, pamphlets, booklets, folders etc material for general circulation and circulation in meetings, media briefings, conferences, seminars etc. will be published under this scheme.

## 8. Innovative Proposals

This component will be immensely useful in supporting innovative approaches for advocacy on issues that affect PRIs. Obviously what constitutes an innovative proposal cannot be defined within the scheme and has to be considered on case-to-case basis. Ministry may explore the possibilities for launching Small Village Theatre, which operates through satellite.

## 9. **Payment of honorarium to outside experts/field activists**

The services of non-official activists/experts will be requisitioned from-time-to-time for participation in the Media-related meetings because of their grassroots experience, thorough understanding of Panchayati Raj system, expertise, skill, professional knowledge etc. to assist the Committee for evaluation of the rough-cuts of promotional and training films and also for selection of suitable Production Houses/Individual Entrepreneurs/Agencies/Firms for Audio-Video Programming and Tableaux for Republic Day Parade etc. The payment of honorarium and TA will be made to such experts, field experts for attending the meeting as and when called for. Quantity of honorarium would be decided from time-to-time keeping in view the status of the expert. The quantum of honorarium to be paid to such professionals will be as per their entitlement and are to be governed by the instructions as contained under "SR-190 – TA/DA rules for non-official members of the Committee as amended from time to time.

## 10. **Sponsoring field visits of journalists**

Sponsoring Press Tours will result in highlighting successful local initiatives and enhancing competition among the village communities. Field visit of journalist(s), accredited with Press Information Bureau (PIB), will be sponsored every year to holistically assess the extent of implementation of various policy guidelines etc. issued by MoPR at three tiers of Panchayati Raj Institutions by the States. These visits will be funded from Media & Publicity Scheme and may be sponsored on case to case basis.

## 11. **Release of advertorials and special features to largely-circulated newspapers, Magazines and periodicals**

The Ministry may release advertorials to largely-circulated newspapers or Magazines during the financial year to portray the importance Panchayati Raj and the achievements/efforts made by the Ministry of Panchayati Raj. If the rates for issue of advertorials or special features to newspapers or Magazines are not available with

DAVP, the rates prescribed by DAVP for release of newspaper advertisements will be applicable in such cases.

## **12. Social Media Interventions**

With more emphasis being laid on the social media as a powerful tool for ensuring wider reach and in order to fulfill the Government's commitment to engage with people directly; the Ministry of Panchayati Raj has already created its Facebook page, launched the official twitter handle and also YouTube Channel Page. The initiatives/ programmes of Ministry of Panchayati Raj and the important developments taking place at all levels are communicated through these platforms. The Ministry will intensify its social media interventions by engaging a professional agency to facilitate two-way communication and dialogue with all concerned. The Ministry may forge partnership with other Ministries/ Departments for the purpose of catering to the information needs of the general public having access to the social media.

## **13. Outdoor campaign through new, innovative and digital Media**

Technologies are improving fast and reaching the grassroots. The Ministry will go for new, swift and innovative media initiatives such as wall newspapers, community radio stations, satellite networked digital cinema chain, bulk SMS messaging services, awareness campaigns through exterior & interior panels of trains/railway–stations of Indian railway network or any other public transport system etc. to reach out to target audiences. Outdoor campaigns would be launched using such modes as Close Circuit Television (CCTV) of Railways and Metros, State Public Transport Vehicles, scrolling, railway tickets, postal stationery and letter boxes, hoardings etc.

## **14. Outdoor publicity through Wall Paintings, Hoardings, Banners etc.**

MoPR may utilize the medium of wall paintings done at prominent locations (Panchayat Offices or any other places of public utility) at Gram Panchayats to reach out to the rural masses with intended informative messages through DAVP as DAVP is a government organization capable for All India Wall Painting having decades of experience. DAVP has been executing wall paintings for several client departments. DAVP have all India empanelled agencies for wall painting and jobs are executed through them. Banners and hoardings displaying desired motivating messages may also be got mounted at all important entry and exit points of the Gram Panchayats.

## **15. Use of the occasions such as Melas, Fairs and Festivals for IEC activities**

MoPR may make use of the occasions such as Melas/Fairs/Festivals for IEC activities for the reason that Melas, Fairs and Festivals held in different States/UTs attract a large number of people mostly the rural masses from/outside that specific region. This medium will be very effective in those regions/areas where rural societies and communities are characterized by low literacy and limited access to information technology. Special focus will be given to organise puppet shows, street plays and Nukkad Natak in order to create general awareness and ensure easy understanding for the listeners/viewers and its long-term impact. The awareness generation during the major crowd-puller Melas, Fairs and Festivals may be done by (i) Song and Drama Division or Outdoor Publicity Division, M/o Information & Broadcasting; or (ii) State Governments by hiring skilled personnel/agencies or utilizing their own resources; or (iii) outsourcing the assignment to competent agencies as per provisions of GFR at central level.

MoPR will consider proposal from States/UTs for financial assistance to launch local-centric collaborative/intensive IEC campaign, and MoPR will be involved in execution of the project for the reason that well-drawn planning and perfect execution of such activities in a competent, timely and professional manner are significantly important for overall success of the media campaign. The appropriate & feasible IEC activities will have to be discussed with the Ministry as MoPR attaches great importance to sensitization campaign on importance/proper conduct of Gram Sabha as well as programmes/schemes run by this Ministry in view of the centrality of Panchayats in the implementation of all development works/Centrally-Sponsored-Schemes. States/UTs will be advised to undertake that Standards of financial propriety and purchase procedure as enumerated in GFRs are strictly complied with. Utilization Certificate, item-wise Audited Statement of Accounts and an activity-wise physical progress will also be furnished by the States/UTs after successful completion of the campaign.

#### **16. Mode of funding the media related activities**

(i) For the production of telefilms, spots, and radio programmes, the Ministry would empanel producers on the basis of EOI to be issued, responses to be screened and the short listed parties to show their best work for the consideration of the Empanelment Committee. The empanelled persons would be assigned work of production on the basis of subjects decided by the Ministry and quality of concept notes prepared by the parties. Payment would not be higher than DAVP notified rates or the rates prescribed by Doordarshan/All India Radio as the case may be and wherever applicable.

(ii) For production of audio-visual programmes, other available options like requisitioning the services of the production-houses empanelled with DAVP and NFDC will also be explored. Under such cases, the rates prescribed by DAVP and NFDC will be applicable.

(iii) For designing of various publicity materials, the services of the agencies empanelled with DAVP will be requisitioned at the approved rates. The Ministry may invite proposals from the randomly-selected advertising/ multi-media agencies for award of work, which will be done on basis of the merit. The Ministry may also finalize a small panel out of the agencies already on the panel of DAVP.

(iv) For printing of various publicity materials, informative booklets, pamphlets etc., the services of printers on the panel of the Ministries/ Departments or Directorate of Printing will be requisitioned as an interim arrangement, and the work will be assigned through proper tendering process. The Ministry may also finalize a small panel out the agencies already empanelled with Ministries/ Departments/ Directorate of Printing. Budget-related & confidential materials will be got printed through Government of India Press.

(v) For getting confirmation/feedback regarding various IEC activities carried out by the Ministry, the services of the agencies empanelled with DAVP will be requisitioned.

(vi) After obtaining administrative approval and financial concurrence, the **funds are released** to the executing agencies normally in three installments in the ratio of **30:30:40**. The agencies are required to furnish duly-certified Utilization Certificate by CA and audited statement of accounts/ expenditure in respect of the first/second installment(s) released for further financial release.

(vii) Proposals relating to News magazine, other Media activities and for funding innovative ideas would be considered on case to case basis by the Empowered Committee constituted as under :

1.	Additional Secretary, MoPR	:	Chairperson
2.	Economic Advisor, MoPR	:	Member
3.	Joint Secretaries, MoPR	:	Member
4.	Director /Under Secretary(IFD), MoPR	:	Member
5.	Director /Under Secretary(Media), MoPR	:	Member-Secretary

(viii) Issues of advertisements would be governed by DAVP rates.

(ix) Decision regarding organization of seminars, workshops and conferences would be taken by the Administrative Ministry and would be supported in accordance with prescribed financial norms & extant guidelines of the Government of India.

After approval by the concerned administrative authority, proposals would be referred for concurrence to IFD and sanction order would only be issued thereafter.

## **Evaluation**

Evaluation of the scheme will be done through impact analysis of the feedback received. This can be achieved through readership and listener surveys particularly in relation to the material aired through TV and radio. Such impact studies would be carried out through experienced researchers/ organizations.