

Information Education and communications (IEC)

I. Objective / purpose

Mission / Vision Statement

“Augment and harness full potential of IEC leading to empowerment of rural poor and participatory model for development”

Brief history

A separate IEC unit was set up in the Ministry during the 4th Plan period. Earlier the unit was christened as publicity and media unit. Over the last three plan periods on an average Rs.100 to 120 crores have been spent on IEC activities mainly comprising of dissemination of information and awareness generation regarding various schemes and programmes operated by the Ministry.

Duties

Generate awareness through dissemination of information leading to adequate programme literacy regarding entitlements and processes both for the beneficiaries as well as the implementers to ensure optimum results.

Main activities / functions

The Functions and Responsibilities of the IEC Division are under: -

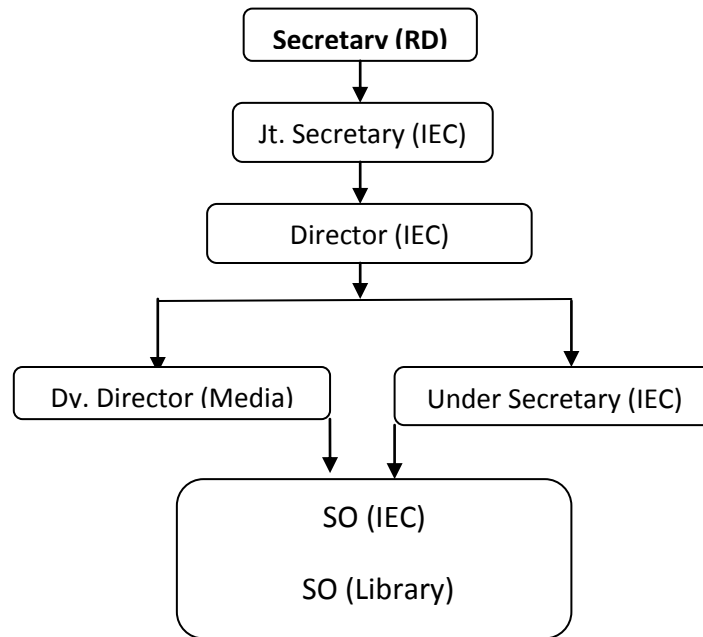
- i. To undertake communication needs assessment for the target groups under each of the programmes of the Ministry.
- ii. To develop key messages which are required to be communicated to the various stakeholders including the beneficiaries and implementers.
- iii. To develop an integrated IEC strategy and put in place measures for implementing it by selecting appropriate medium of communications.
- iv. Take on board state governments, SIRDs, DRDAs, blocks/panchayats, other non-government organizations, government agencies etc. for effective implementation of the IEC upto grassroot level.
- v. To develop audio visual, print, outdoor outreach IEC materials both in Hindi, English and other vernacular languages and circulate the same upto Panchayat level.
- vi. Liaise with Programme Divisions, providing IEC services to them.
- vii. Preparation of annual report, bring out monthly newsletters, other printed materials, preparation of guidelines of different programmes.
- viii. Service the Standing Committee on Media and Coordinate with I&B Ministry Media Units.
- ix. Brief the creative talents hired by DAVP and empanelled producers and oversee production of AV materials.
- x. Brief Directorate of Field Publicity & Song & Drama division/ SIRDs regarding field level interpersonal communication activities, liaise for special campaigns using folk and interactive media.
- xi. Administrative arrangements including budgeting and accounting of funds, release of funds to Media units, Monitoring of utilization, commissioning of impact studies and follow up.

- xii. Liaise with PIB for conducting press, publicity, organizing press meets, conducted press tours, etc. to ensure adequate coverage of issues and concerns of the Ministry in the main stream media.
- xiii. Liaise with publication Division, NIRD, autonomous bodies, NGOs, States, and DRDAs. To arrange wide coverage of regional SARAS fairs, main SARAS at IITF, National Conference of Project Directors and other important events in electronic and print media.

List of services being provided with a brief write – up on them

Not applicable

Organizational Structure Diagram at various levels namely State, directorate, region, district, block etc



Expectation from the public for enhancing its effectiveness and efficiency

Feedback on the various campaigns undertaken by the IEC unit.

Arrangements and methods made for seeking public participation / contribution

A participatory model of communication has been developed and being implemented wherein communication needs assessment has been conducted and are being updated from time to time. The model also ensures that an interactive process takes place by way of organizing film shows, events etc. wherein people are given opportunity to interact and give their opinions.

Mechanism available for monitoring the services delivery and public grievance resolution

Periodic evaluation and impact studies are undertaken on specific campaigns. Besides, feedbacks and evaluations are also done through visits of Area Officers, feedbacks from State Governments/SIRDs, DRDAs etc.

II. Please provide details of the powers and duties of officers and employees of the organization

Work assigned among Officers of IEC Division is as under

Sl. No.	Name and designation of Officers	Work Assigned
1	Director (IEC)	All work related to IEC and implementation of RTI Act
2	Under Secretary (IEC)	<ul style="list-style-type: none"> i. All matter relating to release of funds to all agencies including DAVP/Prasar Bharati/ Producers/Printers/ Kurukshetra. ii. Budget and Audit in respect of IEC. iii. Standing Committee/ Consultative Committee. iv. Monthly/ Weekly Returns, Official languages etc. v. All VIP references and Parliament Questions etc. relating to IEC. vi. Annual Report. vii. Material for Performance Budget/ Reference Annual. viii. SIU norms/ Staffing Pattern of IEC. ix. Co-Ordination with various Programme Divisions. x. Library including Staff. xi. Special software development project for Library. xii. All matters related to implementation to RTI Act
3	Deputy Director (Media)	<ul style="list-style-type: none"> i. Preparation of annual IEC Action Plan. ii. Working out implementation strategies and timeline of the action plan including obtaining of approvals. iii. Liaison with various implementing agencies both in the government and private sector, state governments, SIRDs, DRDAs, Panchayats etc. iv. Undertake communication needs assessment for each target groups. v. Develop and devise IEC messages based on the communication needs as well as the requirements of particular programmes. vi. Conceptualise and develop IEC templates/software for audio visual, print, press, outdoor outreach modes, new and emerging media. vii. Execute and supervise all production related work of Radio/ TV Programmes/ including booking of slots/empanelment. viii. Preview of TV/ Radio Programmes. ix. Vetting of Scripts of Radio Programmes/ Spots etc. x. Planning of Press and Outdoor Publicity.

		<ul style="list-style-type: none"> xi. Printing of Guidelines/ Publicity Material including Supervision of Designing/ Proof Reading etc. xii. Coordinate "Grameen Bharat" Newsletter/ Providing Material for Kurukshetra. xiii. Organization of Conferences, Workshops, Seminars including SARAS. xiv. Make presentations regarding IEC activities etc. in various seminars and workshops. xv. Impact Assessment of Radio/ TV and other modes of publicity. xvi. Co-Ordination with PIB/DAVP/ Prasar Bharati/Press. xvii. Response to Parliament questions, RTI etc. relating to IEC. xviii. Various write-ups and briefs regarding IEC. xix. Prepare press statements/ hand outs /articles /features etc. xx. Administrative and Staff Matter in respect of IEC as per requirement.
4	Section Officer (IEC)	<ul style="list-style-type: none"> i) Overall supervision/coordination of the Section ii) All matters related to implementation to RTI Act iii) All VIP cases and Parliament Question/ Assurances related to IEC iv) Monthly/Weekly Returns, Hindi Quarterly Report etc. v) All IEC print material and payment thereof vi) Annual Report vii) Forwarding of RTI application, Appeals to the concerned CPIO/AAs or to the Ministry/Department under sec 6(3) viii) Maintenance of records, ix) O&M activities.

The Distribution of Work Between Staff Working In IEC Section is as Below: -

1	Assistant-I	<ul style="list-style-type: none"> • All payments to Audio/Video Producers, Prasar Bharati, Kurukshetra, Grameen Bharat Newsletter, Annual Report, Postal Department, RD fellowship. • All pending payments relating to Radio programmes. • Budget, Maintenance of latest expenditure & maintenance of Expenditure Register. • Standing Committee and other works relating to IFD. • Parliament questions and assurances. • Works relating Media Workshops. • D.O letter for the Cabinet Secretariat • Maintenance of leave accounts of staff etc. • Calling of tenders.
2	Assistant-II	<ul style="list-style-type: none"> • All VIP references and maintenance of latest position. • All coordination work regarding collection of text material relating to publication of Annual Report/other

		<p>Reports etc.</p> <ul style="list-style-type: none"> • Preliminary scrutiny of Scripts. • To provide assistance in the submission of proposals received from various agencies on audio/video production • Preliminary examination of proposals received from SIRDs/DRDAs. • To provide assistance in dealing with PIB.
3	Assistant - III	<ul style="list-style-type: none"> • All payments to DAVP • Pending payments relating to all Video Programmes and DAVP • Booking of time slots and signing of contracts with Prasar Bharati & Doordarshan • All payments relating to NFDC and other agencies • To provide assistance in all Outdoor Publicity works viz, Video Vans, Hoardings, Tableau for Republic Day etc. • All outstanding payments of IEC to be cleared/justified and dealing with Pay & Accounts Cell, Audit paras. • Assistance for Media Coverage during IITF Fair/SARAS/ Editors Conference on Social Sector Issues, PD Conference etc. • Release of Advertisements and maintenance of all records in this regard.
	Assistant IV	<ul style="list-style-type: none"> • In-Charge of RTI Counter • Forwarding RTI requests/appeals to CPIOs/AAs • Maintenance of RTI Registers • Reports and Returns to CIC
4	Younger Professional (YP)	<ul style="list-style-type: none"> • Receipt of audio-visual software - Cassettes/tapes from Agencies/producers and maintenance of computerized records of the same. • All Typing work relating to 'Grameen Bharat' Newsletter. • Preliminary examination of scripts. • Maintenance of records of 'Grameen Bharat' Newsletter • Provide assistance to DD (M).
5	Photographer	<ul style="list-style-type: none"> • All photographic work, • Video coverage of the events of the Ministry • Maintenance of photographs in Albums and to provide them for Publication of all reports by IEC Division. • Maintenance of all Hardware/software issued by General Section and purchased from Market.
6	Artist	<ul style="list-style-type: none"> • All Diary and Dispatch works • Maintenance of daily Press Clippings and sending them to NIC after scrutiny of DD (M)/ Sanction orders/All Circulars • Provide Assistance in the distribution of Publicity material. • All typing work of the Section.

		• Submission of Weekly Arrear Statement.
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III. **Please provide list of rules, regulations, instructions, manual and records, held by public authority or under its control or used by its employees for discharging functions as per the following format. This format has to be filled for each type of document**

Not Applicable

Name /Title of document	Not Applicable
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	
Brief write-up on the document	Not Applicable
From where one can get a copy of rules, regulations, instructions, manual and records	
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any)	Not Applicable
	Not Applicable
Name / Title of document	Not Applicable
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	Not Applicable
Brief write-up on the document	Not Applicable
From where one can get a copy of rules, regulations, instructions, manual and records	Not Applicable
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any)	Not Applicable

IV. Whether there is any provision to seek consultation / participation of public or its representatives for formulation of policies? If there is, please provide details of such policy in following format

Not Applicable

V. Use the format given below to give the information about the official documents. Also mention the place where the documents are available e.g. at secretariat level, directorate level, others (Please mention the level in place of writing “Others”)

S.No.	Category of the document	Name of the document	Procedure to obtain the document	Held under custody of
1	Guideline	Framework for implementation and Mission document	By Post or can be collected personally from IEC Section, Ministry of Rural Development, Krishi Bhawan, New Delhi or Available on the website	IEC Section, Ministry of Rural Development Krishi Bhawan, New Delhi

VI. Please provide information on Boards, Councils, Committees and other Bodies related to the public authority in the following format. -

Name and address of the Affiliated Body	
Type of Affiliated Body (Board, Council, Committees, Other Bodies)	
Brief introduction of the Affiliated Body (Establishment Year, Objective/Main Activities)	
Role of Affiliated Body (Advisory/Managing/ Executive/Others)	
Structure and Member Composition	
Head of the Body	
Address and main office and its Branches	
Frequency of Meetings	

Can public participate in the meetings?	
Are minutes of the meetings prepared?	

Not Applicable

VII. Please provide contact information about the Public Information Officers, Assistant Public Information Officers and Departmental Appellate Authority of the Public Authority.

See list of Central Public Information Officers (CPIOs) and Appellate Authorities (AAs)

VIII. What is the procedure followed to take a decision for various matters

Every case/Issue is examined/processed according to the procedure prescribed under Manual of Office Procedure, F.Rs & S.Rs, DFPR, G.F.R. vis-à-vis instructions issued from the DoPT, Ministry of Finance, Ministry of Information and Broadcasting etc.

IX. What are the documented procedures/laid down procedures/Defined criteria/Rules to arrive at a particular decision matters? What are different levels through which a decision process moves?

As per procedure, cases are submitted by the Section to Dy. Director/Under Secretary then Director then Jt. Secretary (IEC) then AS &FA / Secretary (RD) finally Minister (RD) depending upon nature of case

X. What are the arrangements to communicate the decision to the public?

Through website of the ministry www.rural.nic.in

XI. Who are the officers at various levels whose opinions are sought for the process of decision making?

Dy. Director/Under Secretary, Director, Jt. Secretary (IEC), AS &FA, Secretary (RD) and Minister (RD) depending upon nature of case.

XII. Who is the final authority that vets the decision?

Minister for Rural Development is the final authority.

XIII. Please provide information separately in the following format for the important matters on which the decision is taken by the public authority.

S.No.		
1	Subject on which the decision is to be taken	IEC

	Guidelines / Directions, if any	Annual IEC Action Plan and the Vision document
	Process of Execution	Through various states and central government agencies and private agencies as and when taken on board on the basis of selection as per GFR process.

XIV. Directory of officers and Employees

Given under chapter heading “Directory of Officers”

XV. Please provide information about the details of the budget for different activities under different schemes in the given format:

An annual budget of Rs.32.00 crores is made available under management and professional support head for execution of IEC activities.

This is spent for various IEC activities through a multi media approach. Allocations for each media/mode of communication is made as per the requirement and strength and penetration of the particular media vis-à-vis the main target group.

XVI. The manner of Execution of Subsidy Programmes. Please provide the information as per the following format - Not Applicable

S. No	Items	Remarks
1	Name of the Programme/Scheme	
2	Duration of the Programme/Scheme	
3	Objective of the Programme	
4	Physical and financial targets of the programme (for the last year)	
5	Eligibility of beneficiary	
6	Pre – requisites for the benefit	
7	Procedure to avail the benefits of the programme	
8	Criteria for deciding eligibility	
9	Detail of the benefits given in the programme (also mention the amount of subsidy or other help given)	
10	Procedure for the distribution of the subsidy	

11	Where to apply or whom to contact in the office for applying	
12	Application fee (where applicable)	
13	Application format (where applicable. If the application is made on plain paper please mention it along with what the applicant should mention in the application)	
14	List of attachments (certificates/documents)	
15	Format of attachments	
16	Where to contact in case of process related complaints	
17	Details of available fund (At various levels like District level, Block level etc.)	

XXII. Particulars of Recipients of concessions, permits or authorization granted by it. Please provide the information as per the following format. - Not Applicable

S. No	Items	Remarks
1	Name of the programme	
2	Type (Concession/Permits/Authorization)	
3	Objective	
4	Targets set (for the last year)	
5	Eligibility	
6	Criteria for the eligibility	
7	Pre – requisites	
8	Procedure to avail the benefits	
9	Time limit for the Concession/Permits / Authorization	
10	Application Fee (Where applicable)	
11	Application format (where applicable)	
12	List of attachments (certificates/documents)	
13	Format of attachments	

XXIII. Please provide the details of the Norms/Standards set by the Department for execution of various activities / programmes. –

Not Applicable

XXIV. Please provide the details of the information related to the various schemes which are available in the electronic format

Annual Reports, Grameen Bharat News letters, FAQs, Photos on schemes, success stories are available on website of the ministry [www.rural.nic.in].

XXV. Means, methods or facilitation available to the public which are adopted by the department for dissemination of information.

Awareness generation through intensive IEC activities using electronic media, print, press advertisements, workshops, outdoor through DAVP and interpersonal communication through DFP and S&DD have been taken up.

XXVI. Frequently Asked Questions and their answers

Not Applicable

XXVII. Related to seeking information with relation to training imparted to public by Public Authority

Not Applicable

