

## Communication Workshop, MDPU, Chennai – 5

**29.04.08 & 30.04.08**

### Finalised Strategies and Tools / Methodology

<b>Strategy</b>		<b>Tools / Methodology</b>
1.	Pre season awareness campaign involving all Line Departments.	<ol style="list-style-type: none"> <li>1. To be conducted at sub-basin level.</li> <li>2. Nodal Officer (WRD) shall co-ordinate the Line Departments, at least one day to be allotted for the participating Department each.</li> <li>3. Propaganda Van / Jeep / Auto, fitted with public address system, posters, banners etc.</li> <li>4. Distribution of printed materials about the IAMWARM Project, in respect of each departmental activity.</li> </ol>
2.	Publicity	<ol style="list-style-type: none"> <li>1. Advertisements through Local newspapers / TV channel / Local cable TV / Slide shows in theaters, AIR / FM Radio.</li> <li>2. Banners, Hoardings, Scrolling boards, Wall painting, Sign boards.</li> <li>3. Printed materials – Leaflets, Handbills, Posters, Stencils, Stickers.</li> <li>4. Festoons.</li> <li>5. Videos for 2 to 5 min.</li> <li>6. Short film for 15 to 20 min.</li> <li>7. Street plays / Folk songs.</li> <li>8. Human chain</li> <li>9. Students Rally, Carrying Placards; wearing hat, T-shirts etc. carrying the message.</li> <li>10. Distribution of scale, pen, handkerchiefs to students with messages.</li> <li>11. Sending circular letters on relevant message, Topics to farmers, Opinion makers, Commodity groups, Farmers Interest Group, FTC conveners, Officers etc.</li> <li>12. Radio Talk by the Officers of the sub-basins.</li> <li>13. Arranging Radio program for farmers (Sharing experience / Success stories)</li> <li>14. Participation in TV program / Interviews by the Officers.</li> <li>15. Arranging TV program for farmers (Sharing experience / Success stories)</li> </ol> <p>(Places where to be displayed – Local markets, Primary Agriculture co-operative bank / society, Tea shops, Bus shelters, Uzhavar Sandy, Regulated market, Collector Office, Taluk Office &amp; Village Panchayat Office etc.)</p>

3.	Conducting IAMWARM Day as per the Annual Planner schedule.	<ol style="list-style-type: none"> <li>1. Involving all Line Departments.</li> <li>2. Subjects relevant to the particular season are to be highlighted by all Departments.</li> <li>3. Conducting exhibitions.</li> </ol>
4.	Exhibitions	<ol style="list-style-type: none"> <li>1. All Line Departments are to participate.</li> <li>2. Display of Photos, Live specimens, Success stories, Models, Charts, Posters, Technologies covering seed to seed.</li> <li>3. Balloons, Inflatable's</li> <li>4. NGO's self help groups, Leading firms related to Project activities to be invited to put-up stalls.</li> </ol>
5.	One day workshop / seminars on focus crops	<ol style="list-style-type: none"> <li>1. To be conducted at the sub-basin level.</li> <li>2. Inviting Experts / Scientist from reputed Institutions.</li> <li>3. Involve Water Users Association (WUAs), Commodity groups, Farmers Interest Group, Opinion Makers, FTC conveners, Farmers, TANWABE members etc.</li> <li>4. Invite local body representatives.</li> </ol>
6.	Field Day	<ol style="list-style-type: none"> <li>1. To be conducted during focus field operations.</li> <li>2. Impact area farmers, Opinion makers.</li> </ol>
7.	Harvest Mela	<ol style="list-style-type: none"> <li>1. To be conducted in presence of Local farmers, Media, Local leaders, Neutral persons etc.</li> <li>2. In the event of outstanding performance, the Project Director, Heads of the Department, District Collector &amp; Elected representatives may also be invited.</li> </ol>