

Communication Strategy for WRD

Introduction:

A Communication strategy is being worked out to reach the target audience comprising farmers, officials of the WRD & line departments. The major stakeholder being the farmers who would have to be told about **IAMWARM** project and we would have to use behavior change communication strategy in order to bring about change among the farming community. We have to use diffusion of innovation approach given by Rogers and Shoemaker who stressed that before a new idea is accepted it has to go through the following stages: 1. awareness 2. Knowledge 3. Persuasion 4. Decision and 5. Confirmation in this communication. Awareness is the first stage in which the farmer gains an idea about the innovation and further communication brings about knowledge of the innovation. Although this brings about knowledge, the farmer needs persuasion or he is needed to be told repeatedly about the innovation and he needs persuasion. Once he is persuaded he would be in a position to make a decision concerning the innovation. If he rejects the innovation, he would have to be repeatedly exposed again so that he will confirm or change his decision concerning innovation. This theory has been called as Diffusion of Innovation and it has been applied in third world contexts like spreading family planning awareness and the like. We can use this theory to spread awareness on **IAMWARM** project and spread awareness on acceptance of this project.

Target audience:

1. Farmers
2. Officials of WRD
3. Officials of line departments

Area:

1. Chennai Region: I year 4 Sub Basins, II year 1 Sub Basins
2. Madurai Region: I year 4 Sub Basins, II year 8 Sub Basins
3. Pollachi Region: I year 2 Sub Basins
4. Trichy Region: I year 2 Sub Basins II year 5 Sub Basins

Total 26 sub basins

Budget:

2 crores (tentative)

Media Strategy :

Combination of

a. Interpersonal communication and

b. Mass media

c. Traditional media like street theatre and the like.

1. Interpersonal communication is used to communicate with the farmers through word of mouth when communicating to farmers like distribution of pamphlets during **IAMWARM** Day meeting or **IAMWARM** on Wheel meeting and the like.
2. Mass Media – Pamphlets – Printed pamphlets are used to communicate with farmers and these have been used widely in this project. Printed pamphlets have been used as supporting media to aid other communication media.
3. Mass Media – Local cable TV - Scrolling and films or advertisements to Support the advertising and communication effort.
4. Mass media – Radio Commercials and jingles - We can prepare radio commercials and radio jingles to go with the **IAMWARM** Message.
5. Mass and Outdoor Media – Wall paintings – We put up wall paintings in important Parts of the sub basin so that when people read these wall paintings they get an idea on the project and role of the WRD and its particular role in implementing the project.
6. Mass Media – Press publicity is obtained by sending press releases and the like to Newspapers and magazines on an important occasion and when we have some news to share.
7. Mass Media – TV/Video Publicity – Preparation of TV programmes on the Project on important themes like we have done for Gram Sabha and distribute it to public.(to farmers and other stake holders).

8. Traditional media: Street Theatre – we call up a team of artisans and engage them like the TNAU which has engaged a group of artisans for **IAMWARM** on Wheels in Senkottaiyar sub basin recently.
9. Outdoor Media: We can use hoardings put in prominent places like collectorates and town panchayats to communicate the **IAMWARM** Message.
10. Mass Media – Posters- we can prepare posters on the WRD theme and communicate to the farmers on this theme.
11. Mass Media – Stickers - We can prepare or use stickers to communicate on a Specific WRD theme and popularize the same.
12. Mass media – stencils – we can cut stencils and put it on the walls in proper Places for awareness creation on WRD projects and works.
13. Mass Media – Advertising ; We can consider selective advertising in sub basins in Tamil to create awareness like TNAU which used to advertise before in Tamil dailies. The same way we can use advertising for WRD projects and schemes.

Message Strategy :

We need to focus on a few themes like

1. Rehabilitation of WRD packages
2. General project themes like SRI, Water Saving theme etc.
3. More productivity and things like that. The USP should be 'More Profit Per drop of Water'.
4. The message strategy should be specific and it should communicate in a clear and unambiguous language.

Do we need a campaign? Or Single Message delivery?

We would need a multi media communication campaign to communicate with the audience as effectively as possible. A campaign means series of messages which are communicated to reach the audience whereas single message delivery is that which is

communicated to reach the audience only once. We would need a campaign to communicate the message as far as **IAMWARM** is concerned. We need to have a continuous way of telling the theme of Water conservation again and again.

Time period:

One to two years.

Communication Tools:

For a percentage of 100%

1. Wall paintings – 20%
2. Pamphlets- 20%
3. Local cable TV- 20%
4. Radio Publicity – 10%
5. Street Theatre – 5%
6. Hoardings – 10%
7. Stickers & posters – 10%
8. Miscellaneous media – 5%

Total - 100%

Conclusion:

These would constitute the communication strategy and tools for WRD is concerned. We would need to do a constant communication of the messages for WRD and we would have to use all the media concerned for the communication campaign. We would need combination of publicity efforts with advertising efforts to popularize the WRD projects and themes. There is no short cut available as far as communicating the message and we would have to go through the regular way in communicating messages on WRD.